



**Southern Cross
UNIVERSITY**

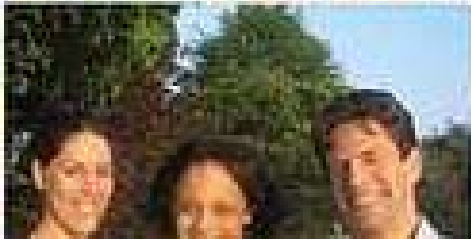
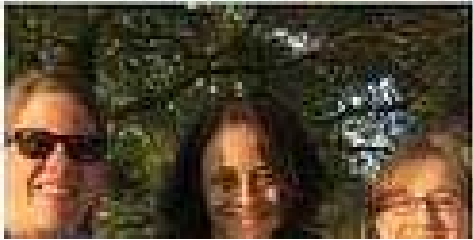
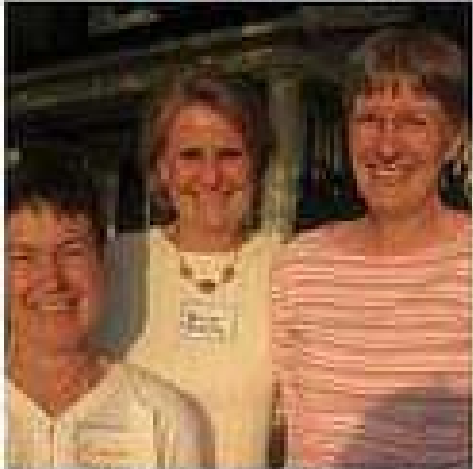
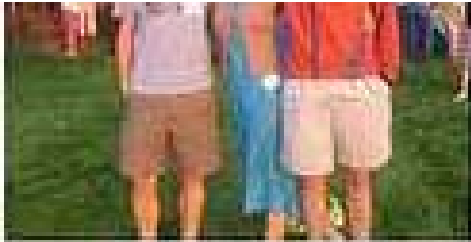
A new way to think

**Framing messages for volunteer recruitment:
Identifying motivational and socio-psychological
factors**

by

Peter Vitartas & Simon Rose

this presentation is about volunteers.....



In particular, how can management

communicate effectively to.....

attract and retain volunteers?

4 potential factors affecting volunteer satisfaction

The cause

Non-profit's reputation

Social interaction

Procedural justice

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Australia's (& NZ's) top socially responsible companies

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JUSTICE



The Study

The findings

Social interaction

Procedural justice

Implications....



Learn, Inspire, Teach, and Serve in Rural China



Volunteer in Rural China

2008 Summer, May 26 - June 28



- build basic library infrastructures
- develop library management system
- develop reading programs to promote motivated learning (e.g., stage a play, "story-telling")
- conduct extracurricular activities and English teaching
- help with community initiatives and projects (e.g. talent show, recycling)
- provide scholarships to talented and needed students

Application is now on-line at www.DreamCorps.org

Dream Corps, an innovative nonprofit student organization, is recruiting 30 to 40 highly motivated volunteers who are interested in education oriented community building projects in rural areas and urban migrant communities in China during summer 2008.

application deadline: March 02, 2008



Thank you

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The 'xue' character written on the wall means "to study".

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Pink Aerobics in Sheffield

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