

# Research on Volunteers Incentive Mechanism of Cyber Grassroots Organizations

Zhang Tianxia

Shanghai REIYI Culture Communication Co. Ltd. China

[xiaoruan0102@126.com](mailto:xiaoruan0102@126.com)

**Keywords:** Non-Governmental Organization, Cyber Grassroots Organization, Volunteer, Incentive Mechanism, NGO.

**Abstract.** Based on the network grassroots organization volunteers as the main research object starting from the incentive status quo of China's online grassroots organization volunteers, This paper expounds the existing network inner link and the incentive mechanism of grassroots organization volunteers architecture. Network of grassroots organization volunteers participate in large Numbers, but many volunteers chose to give up in service or chose to quit at the end of the volunteer work. Network of grassroots organization volunteers' high turnover make the continuity of volunteer work and the organization's stability is affected by a lot, also to a large extent hindered the further development of network grass-roots organizations. In this paper, network grassroots organizations to strictly follow the principle of organization of incentive: institutional incentive, timely encouragement, vary from person to person, fair incentive, targeted incentives and constant encouragement, the motivation principles for the establishment of incentives and incentive system provides a directional basis.

## Introduction

Since the 1980 s, along with the acceleration of China's social transition, China's Non-Governmental Organization (NGO) like mushrooms are increasingly appeared in the public eye, active in the society as a whole, most of them is the strength of the folk spontaneous formation of the organization. Into the 21st century, with the popularity of Internet, more and more network NGO began to rise, a group of young people because of interest, to inspire the call of social responsibility, they use the network as a platform, positive convened the national and the world people to public welfare undertakings, activities related to student, community service, environmental protection, help the poor, and other fields. Compared with the traditional public welfare organizations, their organization is more spontaneous, number of volunteers, liquid etc. They present flat organization structure, management is relatively loose. They take the network as platform, with the aid of various network chat tools and sites, such as: QQ, MSN, BBS, weibo, renren, douban, kaixin, released online called posts, offline organizing a variety of public welfare activities. Them from the virtual space to the reality, the AA activity cost, although under the condition of funds nervous, they are still happy to help others [1]. As a kind of social phenomenon and the organization form, more and more aroused the concern of the society. As a new social phenomenon and an important form of organization innovation, we need to know that the reason of existence and value.

## The mode of the incentive mechanism

**The two-way communication between organizations and volunteers.** Before this step occurs in volunteer activities, the organization should be at the time of recruitment of volunteers, and volunteers to fully communication, understand the volunteers of be fond of interest, traits of character, features, etc. Organizations also should volunteer to clear the organization's mission, the organization of the culture, organization, organization rules and regulations to the requirement of volunteers, etc [2]. So on the one hand to facilitate when recruiting, the organization will do not conform to the requirements of volunteer selected deleted.

**Organizations and volunteers to choose their own behavior.** Communicate through the first steps, the organization began to depending on their ability, specialty, preferences, and to participate in the organization's motivation for volunteer work arrangement is suitable to the characteristics of, and told the volunteer work target and evaluation method of volunteers [3]; Meanwhile, volunteers are also beginning to choose the right work attitude and works to participate in the organization's work.

**Periodic evaluation.** Periodic evaluation refers to the volunteers in engaged in by the organization to work after a period of time, organization of volunteers phased evaluation results. According to the evaluation of both organizations and volunteers can according to the results of the evaluation in a timely manner to adjust their value orientation and working methods, so that to subsequent volunteer work have very good adjustment effect, facilitate subsequent volunteer work well successfully. Periodic evaluation cycle usually according to the characteristics of the volunteers to do volunteer work may be a week, a month, semester or at the end of the semester.

**Distribute the year-end evaluation and reward.** Year-end evaluation refers to the year-end, the organization of volunteers a year are engaged in work attitude, to complete the work target of comprehensive evaluation, such as the effect of including mutual between volunteers, organization managers for their assessment[4]; At the same time also includes the volunteers themselves to their own self assessment. Organization according to the result of evaluation, will be awards, trophies etc for the outstanding volunteers predominantly spiritual reward distribution.

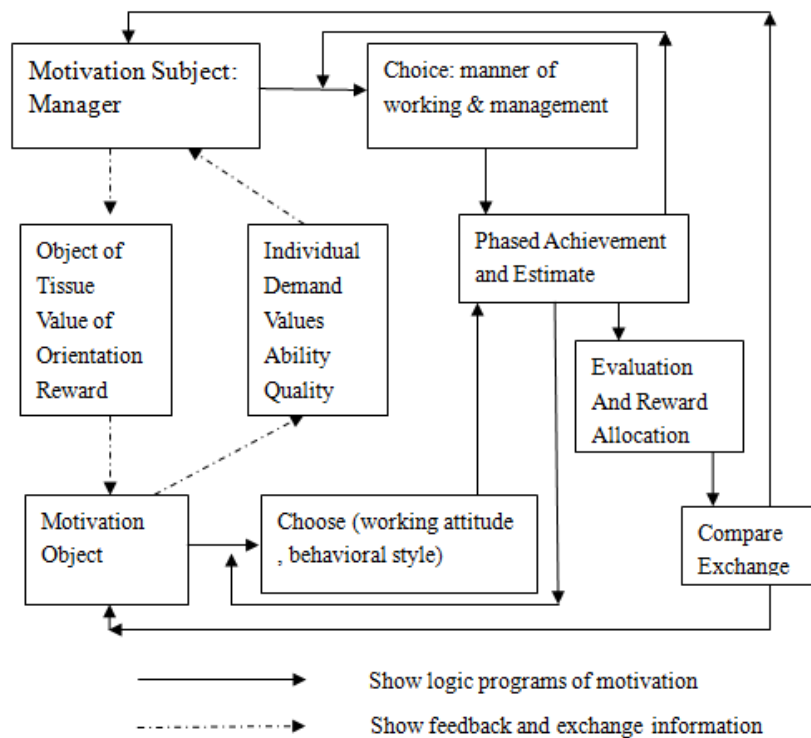


Fig.1. The mode of the incentive mechanism

**Comparison and communication.** After for the year-end evaluation, volunteers often with evaluation and reward, gained by the volunteers around comparison; Also used to get from our own evaluation and award, if volunteers are not satisfied with yourself evaluation now reward, he can choose to communicate and organization management, in order to make the two sides reached consensus, if did not reach consensus, volunteers will opt out of organization; If satisfied with the evaluation results and rewards allocation knot, volunteers chose to remain in the voluntary organizations to participate in volunteer activities. In the mode of the incentive mechanism, we can see the information communication is particularly important, it also shows us clearly the five steps of incentive mechanism, extremely wealthy [5]. Figure 1 is the mode of the incentive mechanism.

## **Perfect the incentive mechanism of network grassroots organization volunteers**

**Strictly follow the principle of incentive mechanism.** Network of grassroots organization volunteers should follow the basic principles of incentive mechanism building and tried to comprehensive, volunteers in the volunteer activity can realize the incentive.

**Institutional incentive principles.** Want most of the volunteers are in the service organization's affirmation and recognition, if get incentives, they will be more happy. Volunteers everyone likes to arrange their own workshop, desks, cabinets, filing cabinets, reference room, and so on, these all represent the organization respect for volunteers to support and identity.

**Principle of timely incentives.** Incentive to try some in time, close to the volunteer time behavior. So more can strengthen volunteer motivated behavior. Within the organization on the publicity column of set and regular service bulletin board service picture, can have each service picture upload on the web site, so that volunteers can always see their volunteer's contribution to the grassroots organization network and achievements. Work the raft of wisdom, for example, in the spirit of public library, there are often volunteers' photos, pictures of the children's reading activities.

**Because of the person different incentive principle.** Incentive methods will vary from person to person, the same incentive method for the volunteers; to the other a volunteer may not have the slightest effect. For crave recognition volunteers, for instance, we can at the end of the activity of communication, timely put forward the praise, the honor of incentives, such as issuing certificates or trophies on a regular basis, can also be in conversation with other volunteers at ordinary times, following the example of the volunteer incentive methods.

**Fair incentive principle.** Fair to reward all the volunteers, all the volunteers are without discrimination. This requires that the organization's managers need to effectively use reflection evaluation means, make the volunteers clearly recognize their contribution. Must uphold justice, accomplish justice is fair to reward all the volunteers.

**Principle of targeted incentives.** Some voluntary reward for a volunteer, so tend to be more highly specific incentive principles can encourage volunteers to the inner driving force. For example, when the volunteers to complete a task, we should praise him, in a timely manner you are amazing!

**Persistent incentive principle.** Network grassroots organizations to volunteer incentive if a long-term behavior, there are persistent. The organization's managers need to have a pair of bright eyes, admiring the volunteers every minute and every second, and write down their sparkle, when the meeting summary, to them into praise. In this respect, catcher plans to do more successful. In the last year, they also set up MaiKe Management Center, dedicated to concern with volunteer work. Also give our volunteers with the space of the communication. On a web page, managers of volunteers, volunteers and volunteer, often motivate. This continued timeliness of incentive for the growth of the volunteers played a large role.

## **Adopt flexible incentives**

**To establish reasonable scientific evaluation system.** Network of grassroots organization volunteers in engaged in volunteer service activities, reasonable and scientific evaluation system should be established. People no matter do anything, do good or bad, for managers to make any, if is the same, so in the long run, will cause the burnout of outstanding volunteer work, more serious will make volunteers chose quit. If network grassroots organizations establish evaluation system, according to the content and nature of volunteerism, to quantify the assessment and management methods. For example, can be in level assessment method, let the other volunteers and recipients, and volunteers are involved in the assessment [6]. According to the "excellent, good, qualified and unqualified to evaluate actual performance of volunteers, volunteers in the evaluation of others, also clearly see their own shortcomings, and guide the direction of the next step to improve their work development. All in all, set up reasonable and scientific evaluation system, not only can greatly improve the enthusiasm of volunteers to participate in activities, but also can make the network development standardization to grassroots organization.

**Communicate and summarize regularly.** At the end of each volunteer activities, managers will be hired volunteers together to exchange the experience sharing, everyone together to speak freely, summarized about the activity, the volunteers have to say their true feelings, for some more difficult to deal with the problem, everyone brainstorming, common productive way. Get along harmoniously

and exchange and summary, make the organization volunteers more recognition, stronger sense of belonging. This is also the wonderful volunteers and team achievements.

Through the communication can make the volunteer to work in the service has more deeply understanding, to have problems and confusion, to get the answer in the communication, in order to sum up experience and lessons in a timely manner, to better prepare for volunteer work after. At the same time, in exchange, they can complement each other, get more mature and more comprehensive to volunteer service.

**Establish a diversified incentive network.** In grassroots organization can establish diversified incentive network, spiritual incentive and material combination, combination of extrinsic motivation and intrinsic motivation[7]. Because each volunteer's inner demand is different, only a deep understanding of the correct grasp the psychological needs of each volunteer to its targeted incentives, can truly satisfy volunteers, to achieve the ultimate goal of incentives. Proud of the identity of the volunteers, for example, to help others and feel happy. Only by establishing diversified incentive network, meet the psychological needs of different volunteers, can greatly arouse the enthusiasm of volunteers to participate in voluntary organizations. In research we found that most of the volunteers have been out of the pursuit of material, so the network of grassroots organization volunteers incentives should be mainly composed of spiritual motivation. In addition, you can study overseas volunteer incentive experience, such as foreign volunteers of the incentives linked to education, employment, etc. That makes volunteers get more fully in the social public respect and also achieve their personal value realization of self, thus better able to promote the development of volunteer service work continuously for a long time.

## Conclusions

Network grassroots organization volunteers the running process of incentive mechanism is the interaction between network grassroots organizations and volunteers. The current problems in the grassroots organization volunteer incentive mechanism of network performance in the following four aspects: one is network grassroots organizations improve and perfect the incentive mechanism is not enough; Secondly, the network grassroots organizations lack of flexibility and innovative incentive mechanism; Three is not scientific network grassroots organization of evaluation system; Four is the lack of a sound perfect organizational culture.

This paper proposes to strictly follow the principle of organization of incentive: institutional incentive, timely encouragement, varies from person to person, fair incentive, targeted incentives and constant encouragement, the motivation principles for the establishment of incentives and incentive system provides a directional basis; To adopt to establish scientific and reasonable evaluation system.

## Acknowledgements

This work was financially supported by Ministry of Education of Humanities and Social Science Project Foundation in General (10YJAZH083).

## References

- [1] Zhang Zhixiang. Doctor's Thesis, Sociology Department, Shanghai University, P. 22-33. (2009).
- [2] Ma Qingshan. Journal of theoretical analysis. P. 20-24. (2015).
- [3] Zhang Tianxia. Master's Thesis. Guangxi University. (2012).
- [4] Hu Rong. Journal of Chengdu education college, P. 12-15. (2010).
- [5] Chen Jia. Journal of theoretical circle, P. 30-35. (2006).
- [6] Wu Xinlei. Doctor's Thesis, Nanjing normal university, P. 15-19. (2008).
- [7] Zhang Lei. Journal of political science research. P. 47-50. (2011).