

ABSTRACT

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The adaptive strategies of Non-Governmental Organisations (NGOs) towards a sustained volunteerism in Ghana

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Abstract:

The way in which non-governmental organisations (NGOs) respond to sustaining volunteerism is crucial to their ability to meet the needs of their intended beneficiaries and continue their operations. This paper engages with the phenomenon of volunteerism and volunteer management in the context of NGOs operating in health, education and agriculture sectors in Ghana. Drawing on mixed methods sequential explanatory design using quantitative survey (n=59) and qualitative interviews with managers, volunteers and key informants (n=65) of NGOs, the paper highlights the various motives as well as organisational and individual factors sustaining volunteerism. After highlighting such issues, we interrogate the adaptive strategies employed by NGOs in sustaining volunteerism. I argue that sustained pro-social actions of individuals in the context of volunteerism should be preceded by an organisational management framework, one that places the interest and welfare of the individual volunteer at the centre stage of volunteerism. The paper concludes with a robust conceptual model that summarises the various elements for sustained volunteerism and its practical implications.

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