

Research on the Construction of a Reward and Commendation System for Volunteer Service with Chinese Characteristics

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ABSTRACT

Establishing a volunteer service reward and recognition system with Chinese characteristics is not only a theoretical issue but also a practical issue. This article will be based on studying foreign experience in volunteer service rewards and recognition, starting from the current situation and actual development needs of my country's volunteer service work, and discussing the construction and improvement of the volunteer service reward and recognition system. It will be combined with reality, highlight characteristics, and focus on material and spiritual incentives. Incentives should be combined to establish a volunteer service reward and recognition system that is universal, normative, and consistent with volunteers' motivations. Establishing a sound volunteer service reward and recognition system is a general trend for developing China's volunteer service industry and the only way to achieve the "Two Centenary Goals."

KEYWORDS

Volunteer Service; Chinese Characteristics; Reward and Recognition System.

1. INTRODUCTION

The development of volunteer service is an essential sign that a country has entered a civilized society. It originated from religious charity services in Western countries. China's volunteer service industry is constantly developing and growing based on the spirit of "learning from Lei Feng." After the reform and opening up of New China, volunteer services and volunteer organizations gradually appeared in our country. In 1994, under the leadership of the Central Committee of the Communist Youth League, my country's first national volunteer association, the China Volunteers Association, was formally established^[1]. Our country's volunteer services have also officially begun to be standardized. With our country's development, more people have gradually accepted and participated in volunteer services. However, there are still some problems, such as irregular volunteer service management procedures, simple evaluation standards, single reward methods, and lack of pertinence and timeliness in the reward and reward system-problems such as sexual intercourse.

The volunteer service reward and commendation system is a charter and regulation for rewarding and commending volunteers for their volunteer services. In his congratulatory letter to the second member of Congress of the China Voluntary Service Federation, General Secretary Xi Jinping requested that party committees at all levels reward and commend volunteer services. Governments should provide careful guidance and more opportunities and platforms for people to participate in volunteer services^[2]. We should attach great importance to developing volunteer services and realize the normalization and standardization of volunteer services. The volunteer service reward and commendation system is an essential basis for institutionalizing and normalizing volunteer service. Only by further improving the volunteer service management mechanism and building a reward and commendation system with Chinese characteristics can volunteers feel dignity and value and mobilize

their enthusiasm for volunteer service. Strengthen our country's grassroots governance capabilities and realize a society of joint construction, governance, and shared benefits.

Currently, most scholars conduct research from the perspective of motivation and long-term development of volunteer service. Only some scholars have studied specific ways and methods to motivate volunteers. A complete reward and recognition mechanism for volunteer service has yet to be formed. At present, there are few studies on the issue of rewards and commendations for volunteer services in China. A topic search was conducted on CNKI using "volunteer service" and "rewards and commendations." There were only four related academic journals; the rest were news reports.

This article will be based on studying foreign experience in volunteer service rewards and recognition, starting from the current situation and actual development needs of my country's volunteer service work, discussing the construction and improvement of the volunteer service reward and recognition system, and combining it with reality, highlighting characteristics, focusing on material incentives and Combining with spiritual incentives, we should establish a volunteer service reward and recognition system that is universal, normative, and consistent with volunteers' motivations^[3].

2. ANALYSIS OF THE INTERNATIONAL MODEL OF VOLUNTEER SERVICE REWARD AND COMMENDATION SYSTEM

Compared with my country, volunteer services in developed countries and regions have more mature and complete systems. Whether in terms of the number of people participating in volunteer services each year, the types of volunteer service activities, or the frequency and quality of citizen participation each year. Developed countries and regions have gone deeper than our country in researching volunteer service reward and commendation systems, which is of great reference significance for my country to build a volunteer service reward and commendation system with Chinese characteristics.

2.1. Volunteer Service Reward and Commendation System in the United States

It is well known that the United States had matured in regulating volunteerism as early as the beginning of the century. Until the 20th century, its volunteer service has become a goal of study worldwide. It can be said that volunteer service in the United States has a high level of public awareness, both locally and globally.

2.1.1. American Volunteer Service Management Model

Volunteer participation is widespread in the United States. According to official statistics from the American Legion, by the end of the first decade of the 21st century, the American Legion had grown to approximately 75,000 volunteers per year, serving rural and urban areas in all 50 states^[4]. In 2021, the American Red Cross of Illinois alone served 12.4 million people in 88 counties. Major volunteer organizations in the United States mainly adhere to the "Four-Self" policy as their purpose for managing volunteers. Generally speaking, volunteer organizations in the United States are autonomous coordination systems. The government does not directly lead volunteer organizations, and self-management is the primary mode of operation.

2.1.2. Volunteer Service Incentive Model in the United States

(1) Government-led incentive mechanism

Volunteering for the United States is intertwined with the country's economy and politics. The active encouragement and call of the U.S. government has led to the active participation of social organizations and significant enterprises, making the United States enthusiastic about volunteer service from top to bottom. The U.S. government strongly advocates and encourages individuals of different jobs and ages to participate in volunteer activities. Regarding volunteer activities, the U.S. government has formulated corresponding policies, laws, and regulations to regulate and encourage

volunteer service activities. Secondly, because the government attaches great importance to volunteer services, the central and local governments have corresponding agencies to support volunteer organizations in various regions, and the U.S. government sets up special volunteer funds when making budgets every year. Regular evaluations of the performance of volunteer organizations in each area should be conducted to facilitate later rewards^[5].

(2) Strong material incentives

In the United States, not only do the volunteers themselves believe that the voluntary services they provide need to be motivated, but also the government and society believe that the services provided by volunteers should be incentivized. Volunteer incentives are the key to the smooth operation of volunteer services in the United States." engine." Therefore, a lot of volunteer work comes with corresponding remuneration. This kind of reward is not directly given as a corresponding material reward but is exchanged in a particular form, which is a powerful incentive for volunteers.

(3) Whole society participation

The success of American volunteer services is not only due to the participation of the government but also the support of significant enterprises. For example, During last year's epidemic, because the elderly were at a higher risk of severe illness from the new coronavirus, the elderly, who were the main force, could not participate in volunteer work in the U.S. elections as in previous years. At the same time, when recruiting employees, many foreign companies will pay attention to whether employees have participated in volunteer service activities during school and use this as one of the essential criteria for hiring employees.

2.2. The British Volunteer Service Awards and Recognition System

The British volunteer service activities are relatively famous in the world. It has a long history of volunteer service, a large scale of volunteer services, many forms of volunteer services, and standardized volunteer service management. In the UK, participating in volunteer services has become a regular activity^[6]. British volunteer service activities can achieve such status not only because of their tradition of volunteer service and the volunteer spirit in their religion but also because of their mature volunteer service management.

2.2.1. British Volunteer Service Management Model

The British voluntary sector has diverse activities and the size and type of volunteer organizations in different regions. British volunteer organizations have brought great social and economic benefits to the country. The long-term stable development of British volunteer organizations relies on its independent and standardized organizational management model. Thirdly, the atmosphere of volunteer service is powerful in the UK, and they usually promote it online and offline. Whether on various social platforms online or offline in business districts, subway stations, train stations, or even at your doorstep, you can find promotions about volunteer services. As young college students are the leading force in providing volunteer services, the UK attaches great importance to integrating volunteer services into teaching. Through continuous guidance, college students can accept the spirit of volunteer service from the bottom of their hearts. At the same time, voluntary organizations place all activities under the management of internal organizations and the supervision of volunteers to ensure that problems are discovered and solved promptly^[7]. A sound personnel management system is the core of the smooth operation of an organization, and this is undoubtedly the main reason why British volunteer organizations can always maintain vitality.

2.2.2. Incentives for Volunteering in the UK

(1) Protect the basic rights and interests of volunteers

Unlike the United States, the British volunteer motivation model does not emphasize material incentives. On the contrary, major volunteer organizations in the UK are very resistant to forming a

so-called "employment relationship" with volunteers. Taking NCVO as an example, it stipulates that no income is given to volunteers to minimize the risk of signing employment contracts with volunteers^[8]. Because it believes that any cost that exceeds its expenses will be regarded as a "subsidy" and strengthen the self-interested purpose of the volunteers. However, British volunteer organizations have the utmost respect for the individual rights of volunteers. Moreover, NCVO believes that every volunteer should be treated fairly and allowed to participate in volunteer services. Follow good rules and regulations and have established procedures for handling problems and conflicts.

(2) Government support and business cooperation

The British government has permanently attached great importance to developing volunteer services. Therefore, in the UK, volunteer organizations or institutions in which citizens participate will receive government funding. However, this funding does not directly provide funds to volunteer organizations; it includes funding to volunteer organizations by purchasing their services. Assistance can help the government fulfill its corresponding obligations and enable volunteer organizations to obtain primary financial guarantees for smooth operation. At the same time, policy support has always been an essential step for the British government in promoting the development of volunteer services. And the government attaches great importance to cooperation with enterprises and volunteer organizations.

2.3. Japan's Volunteer Service Reward and Recognition System

Compared with the other two countries, Japan has the characteristics of solid awareness of volunteer service and high participation. Japanese people have a more vital spirit of volunteer service from top to bottom, which is determined by historical reasons. Therefore, internationally speaking, Japan's volunteer services are recognized, and its management of volunteers is also very mature. Thus, Japan's volunteer service reward and recognition system has something worth learning from.

2.3.1. Japan's Volunteer Service Management Model

NPO groups mainly run volunteer activities in Japan, and the content of their volunteer activities is vibrant, from natural disaster relief to medical welfare, from sports events to daily activities. In 1998, Japan promulgated the "Specified Non-Profit Activities Promotion Act," and governments at all levels promoted the development of NPOs (NPOs refer to organizations that are formed by citizens and do not have legal personality according to the Japanese Constitution and are called "arbitrary groups") as an essential function of government^[9]. To certify the qualification of a legal person, the establishment of a designated non-profit activity legal person (NPO legal person) must first submit the legal provisions attached to the competent authority and obtain the establishment certification. Part of the submitted documents will be provided within two weeks from acceptance: public overview and examination from citizens' perspective. When the competent authority determines that the application meets the standards, it must certify the establishment. In addition, in principle, confirmation is carried out through written review. After establishing the certification, the applicant becomes legal according to the applicant's registration (Figure 1). After successful certification by the competent authority, the primary purpose must be to carry out volunteer activities, not for profit, and must not carry out religious activities. There are also relevant policy documents for removing legal person certification of NPOs.

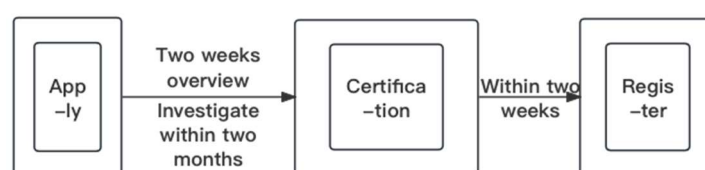


Figure 1. Identification of Japan's Specified Non-Profit Activities Legal Person (NPO Legal Person)

2.3.2. Incentives for Volunteering in Japan

(1) Pay attention to youth motivation

In Japan, which has a severely aging population, young people are the main force providing volunteer services. Therefore, Japan attaches great importance to cultivating the enthusiasm of young people to participate in volunteer services and offers various reward measures during their activities. Secondly, whether young volunteers are admitted to universities or employed, they will be given priority for recruitment and other qualifications, and various commendations will be provided. This will not only allow young volunteers to gain a certain sense of self-identity but also inspire more Volunteers to participate in volunteer service activities and create a good atmosphere in society.

(2) Combining spiritual and material incentives

Japan's rewards for participating in volunteer service activities provide basic material guarantees and spiritual and indirect incentives worth learning from. Due to the aging severe population, older adults in Japan are also encouraged to participate in volunteer services. For example, in the "Nursing Care Volunteer System," elderly volunteers are encouraged to communicate with elderly people of the same age. After reaching a certain point, the elderly volunteers can exchange for specific material encouragement.

3. ENLIGHTENMENT OF INTERNATIONAL EXPERIENCE ON VOLUNTEER SERVICE REWARD AND RECOGNITION SYSTEM TO OUR COUNTRY

Volunteering started late in our country, but with the construction of socialist modernization, our country's volunteer service has developed rapidly. The reward and commendation system is one of the critical links in the volunteer management process. However, my country's volunteer service reward and commendation system still needs to improve, with lagging and passive reward and commendation policies, difficulties in implementation, low levels of volunteer service, and one-sided considerations in event organization^[10]. Therefore, to establish a volunteer service reward and commendation system with socialism with Chinese characteristics, we should give full play to our advantages, exploit our strengths and avoid weaknesses, and actively learn from the advanced experience of foreign volunteer service reward and commendation mechanisms to ensure that my country's volunteer service work can develop steadily.

3.1. Reward and Commend Diversified Entities

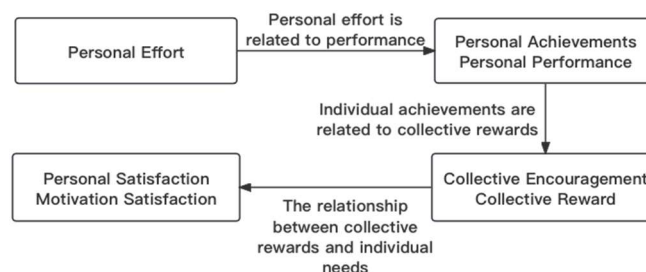


Figure 2. Vroom's expectation theory model

Volunteer service activities are an activity that the whole society can participate in and provide voluntary services. The entire volunteer service process involves the participation of not only service objects and service providers but also the involvement of the whole society, government, and significant volunteer organizations. According to the "expectancy theory" proposed by Vroom in "Work and Motivation" (see Figure 2)^[11], it can be seen that if you want volunteer services to continue, you must rely on the government, society, and volunteer organizations to promote the entire volunteer

activity behind the scenes. The government, society, and volunteer organizations provide rewards to service providers to stimulate the volunteers' efforts to become more actively involved in volunteer service activities.

3.1.1. Government Level

In our country, the government is one of the most critical participants in volunteer activities. The government's resource information advantages and decision-making advantages determine the government's leading role in participating in rewarding and commending volunteer services. The government should not interfere and control multiple countries in rewarding and commending volunteer services but should participate in the entire management process as a partner. And by making full use of the media and the role of the Internet. In addition to publicizing the importance of volunteer service in building a harmonious society, it is also necessary to promote it so that the country and society recognize it. This will encourage more people to participate in volunteer activities and unconsciously form a good social atmosphere. On the other hand, protecting volunteers by rules, regulations, and laws is the most significant recognition of volunteers' participation in volunteer services.

3.1.2. Social Level

The smooth operation of volunteer services must be balanced with support from the social level. Whether it is enterprises, universities, or various social organizations, their support for volunteer services is indispensable. In our country, most volunteer activities are carried out by the Communist Youth League. However, with different volunteers and volunteer activities, volunteer services will gradually develop in a diversified, professional, and personalized direction. Therefore, independent legal persons' Patterns are worth learning. Whether it is enterprises, universities, or social volunteer organizations, they provide financial support to the organization through a fundraising mechanism that focuses on social sponsorship, member self-pay, and self-run entities to generate income, allowing volunteers to have the most fundamental guarantee when participating in volunteer activities. At the same time, companies provide corresponding benefits to volunteers, such as "paid leave," promotion advantages, corresponding allowances, and other incentives. Colleges and universities offer honorary recognition, scholarship subsidies, and free career planning to students who participate in volunteer services.

3.1.3. Voluntary Organization Level

Volunteer organizations are the main body directly involved in volunteer services and the core of the entire process. Therefore, volunteer organizations should encourage volunteers more often in daily management, and at the same time, they should provide each volunteer with reasonable volunteer service opportunities and help volunteers solve other problems while participating in volunteer activities-Problems at hand. The most direct and prominent rewards and commendations given to volunteers by volunteer organizations prove their experience and qualifications. If they can be compensated for transportation, lunch, and other expenses, it can also be regarded as an incentive for volunteers. At the same time, volunteer organizations allow volunteers to improve their abilities and increase their knowledge.

3.2. Rich Rewards, Commendations and Incentives

According to the current situation in our country, the reward and commendation measures for volunteers still need to be simplified and robust. Therefore, there is still a certain amount of room for exploration in the research on incentive measures. Improving the reward and recognition mechanism for volunteer services needs to be oriented towards the motivation of volunteers to participate so that the reward and recognition measures for volunteer services match the participants' motivations.

3.2.1. Material Incentives

Volunteer service refers to spontaneous behavior without material rewards. However, according to Maslow's hierarchy of needs theory, only when people meet their safety and physiological needs will they work hard to realize their self-worth and realization needs. Therefore, it is reasonable to provide specific material incentives to encourage more people to participate in volunteer activities. Even for material incentives, different incentives should be adopted for other groups, such as providing certain scholarship subsidies for college students and salary subsidies for corporate staff.

3.2.2. Mental Stimulation

Volunteer service requires volunteers' selfless dedication. If material incentives can mobilize volunteers' enthusiasm to participate in volunteer activities, then spiritual incentives are directly in line with volunteers' original intention to participate in volunteer activities. First, all work should be carried out with volunteers (needs) as the center. The whole process, from project design, volunteer recruitment, registration, and volunteer service records to evaluation and feedback, as well as the integration of various resources, must consider the needs of volunteers. Only then can we effectively reflect the respect and attention that voluntary services give volunteers and enable incentives to play a positive role; on the other hand, increasing publicity is an effective way to internalize the spirit of voluntary service. Guide people to change their understanding of volunteer service incentives through public opinion, use mainstream media as a carrier, vigorously promote advanced volunteer service concepts, and subtly make the concept of volunteer service incentives deeply rooted in people's hearts.

3.2.3. Self Motivation

Volunteering itself is a spontaneous act of charity. Its behavior is realized by its motivation. By creating a positive atmosphere where all employees participate in volunteer service, we internalize it and become self-motivated. First, using online combined with offline mode, based on my country's socialist core values, the spirit of volunteer service is internalized into the value pursuit of volunteers so that volunteers can realize self-motivation when performing volunteer services. Secondly, it is integrated into professional education in stages, starting from education through moral education, labor education, etc. In daily courses and extracurricular practice, young volunteers, who are the main force, deeply understand the spirit of volunteer service in our country. To identify. Strengthen the self-development, self-education, and self-motivation capabilities of volunteer service organizations, enhance the vitality of volunteer service organizations, set up practical service committee members in volunteer organizations, and increase the coverage of volunteer service participation.

3.3. Improve the Evaluation and Recognition Mechanism for Rewards and Commendations

The scientific reward, commendation, evaluation, and recognition system can reflect the service effects of volunteers and make volunteers aware of the importance of assessment so that they can make targeted improvements and enhancements in future service work. A comprehensive evaluation is carried out from the aspects of volunteers' work attitude, work ability, work effect, working time, and behavioral patterns, and various evaluation indicators are quantified according to the volunteers' different positions and different work contents to realize the daily and routine evaluation of volunteer service performance. Dynamic and fair, the evaluation results are generally recognized and used as the basis for rewarding and commending volunteer services^[12]. At the same time, honor codes and honor types should be established, the construction of the volunteer honor system improved, and an organic combination of volunteer honor evaluation, management, and personal development should be achieved. Maximizing the openness, fairness, and impartiality of honor evaluations will make volunteer service awards and recognitions more credible, which is of great significance to volunteers' personal development and meeting the needs of volunteer service work.

At this stage, my country's evaluation and recognition system for volunteers still relies on the length of volunteer service, which needs to be simplified. According to the current basic situation in our country, the points recognition system can be carried out through the use of APP. For example, in the future construction of a volunteer service-related evaluation system, in addition to checking in the volunteer service time, it will also allow the service recipients to evaluate the volunteers and the managers of the volunteer organizations to evaluate them, give them respective weights, and set up corresponding algorithms to conduct comprehensive evaluations. In the orientation assessment, the higher the final score, the better the honorary title or material reward will be obtained.

3.4. Improve Reward, Commendation and Feedback System

The reward, commendation, and feedback system refers to the reward behavior carried out after the volunteers' behavior of providing voluntary services is recognized. Currently, my country's resource allocation for volunteers is still relatively scattered to a certain extent, and volunteer services are still a one-way supply. Therefore, the volunteer feedback system needs to be improved, and existing resources should be accurately supplied through the government, market, and social forces. Only by introducing a courtesy mechanism for volunteers and an incentive and feedback mechanism for volunteer services can we enhance the social identity of volunteer services. Provide volunteers with points, rewards, and other benefits from public services such as financial loans, children's schooling, medical care, skills training, employment insurance, and other public services. Volunteers can be recognized for their volunteer services both materially and spiritually. Only in this way can we promote the healthy development of volunteer services.

3.5. Create a Good Atmosphere that Guarantees Rewards and Rewards

Creating a good atmosphere for guaranteeing rewards and awards is one of the essential measures to build a new civilized society, and the construction of a new era of civilization needs to rely on various media channels with a large audience to improve and publicize the excellent atmosphere for voluntary guarantees, rewards, and awards^[13]. First, it will be promoted through various new media platforms such as WeChat, Weibo, QQ, Toutiao, Kuaishou, Douyin, Xiaohongshu, and Douban. This way, the whole people can recognize the volunteer service awards and awards. In addition, different methods should be used to spread the concept of volunteer service awards and awards according to various audience groups. At the same time, we always grasp the correct ideological orientation in the production of broadcast content, assume the responsibility of educating the masses and leading the direction, provide them with high-quality promotional content in the process of interacting with the audience, broaden the depth of propaganda, and optimize and maximize the value of the content. Thereby leading the correct direction of public opinion on volunteer service rewards and awards. Finally, we must pay attention to the combination of self-communication and other communication, create self-media volunteer service projects, and make the concept that "participation in volunteer service is everyone's business" deeply rooted in people's hearts.

4. CONCLUSION

Volunteers are the practitioners and disseminators of volunteer spirit and my country's core socialist values. Nowadays, our country's volunteer team is getting stronger and stronger with the development of our country. In recent years, volunteers have played the mainstay in various volunteer activities such as disaster relief, sports events, and community services. Therefore, whether it is the government, enterprises, universities, or social organizations, they should respect and support the contributions made by volunteers. Thus, this article analyzes the three countries in the United Kingdom, the United States, and Japan, which have rich experience in volunteer service reward and recognition systems. In this way, we can further improve our country's construction of volunteer service management,

mobilize the enthusiasm of volunteers to participate in volunteer activities, and further promote social harmony and social progress.

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