

Chapter Management

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Chapter Effectiveness

Legislative
Advocacy

Impactful
Community Service

Membership
Growth

Chapter Health
Recruiting and Retention

Program Updates

- Online Dues Portal
 - CIO Team continuing to work with current contractor. Will update as soon as possible.
- AMS Cutover to begin 31 March
 - CM and NRT will be unavailable leaders until on or about 22 April
- National awards judging complete
 - Comm awards presented during our AiA week CP Seminar. LOEs presented to those that want to accept at that venue.
- Planning a chapter survey

Chapter Overview

The healthy chapter:

- Defined purpose/mission
- Legislative advocacy/engagement
- Impactful community service
- Membership growth

How we can measure accomplishment and sustainability:

- Use of committee module/other electronic tools
- Up-to-date leadership roster
- Recruiting and retention statistics
- Use of sponsorship and grant programs
- National and Council engagement
- Training involvement and collaborative engagement

New Leader's Checklist

- Review the Policies and Procedures Guide in its entirety
- Familiarize yourself with the contents of the council and chapter page of the moaa.org website
- Be a national MOAA member (or the spouse of a national MOAA member)
- Be opted-in to receive communications from national MOAA, to include The MOAA Newsletter and C&C content
- Ensure the electronic roster is updated with new affiliate officers upon installation
- Ask for a New President's package from national MOAA if you haven't received one
- Watch the recordings of the last Leaders' Workshop, Roundtables, and other leader training opportunities

Affiliate Checklist- P1



Have a stated and known mission



Officer familiarity with the MOAA website and Policies and Procedures Guide



Subscribe to *The MOAA Newsletter*



Proactively address renewals



Have a succession plan



Regularly submit awards nominations



Update Committee Module roster and check Near Real Time Report monthly

Affiliate Checklist-P2



Use existing technology/tools



Publish a newsletter (print or electronic)



Have a well-maintained website and social media presence



Regularly engage with Council and national Council and Chapter Affairs



Regularly attend offered training



Engage in community service and advocacy activities



Engage with other Military and Veteran Service Organizations/Coalitions/
Chamber of Commerce

Membership

Membership Numbers

- National members: 363,000
- Chapter members: 35,325
- Virtual chapter members: 1,057

Average Age

- National members: 67
- Chapter members: 75

Chapter Growth (year-end 2023 to Q1 2024)

- Geographic chapters: 35,325 to 35,355
- Virtual chapters: 1,057 to 1,072

Virtual Chapters

MOAA has 6 virtual chapters open to MOAA national members

- Uniformed Services Nurse Advocates Virtual Chapter
- Surviving Spouses Virtual Chapter
- United States Public Health Service Virtual Chapter
- Chaplains Virtual Chapter
- Judge Advocates Virtual Chapter
- Advocacy for Servicewomen and Military Families Virtual Chapter

Grassroots Advocacy

Goal: Influence in every congressional district

- Legislative chair/liaison
- Coordinate council and chapter efforts
- Foster relationships with elected officials
- Visit legislators/staffers in home offices
- Participate in the State Legislative Exchange Forum
 - Don Wolfinger
- Keep your chapter members informed and involved
 - Legislative Updates/Alerts in *The MOAA Newsletter* (weekly)
 - Legislative Action Center (MOAA.quorum.us)
 - Participate in annual advocacy events
- Join virtual chapter(s)

Advocacy in Action 2024 Planning

- **Monday, April 15th:** **Council Leaders Welcome Dinner**
- **Tuesday, April 16th:** **AiA Training Day**
- **Wednesday, April 17th:** **AiA Hill Day**
- **Thursday, April 18th:** **Council President's Seminar**

- AiA will be in-person, with options for virtual meetings before and after the event

- All MOAA members have the opportunity to participate through the Legislative Action Center: calling, emailing, and sending letters to their Members of Congress on the issues

- <https://www.moaa.org/content/take-action/advocacy-in-action-2024/>

Tools and Resources: Recruiting and Retention

PROGRAMMING

- Electronic Support Messaging
- Post Cards/Revitalization
- Opt-in messages
- Visit request form

RECOGNITION

- Leadership Awards
- Organizational Awards
- Ceremonies
- Military Officer Magazine and E-newsletter
- Member Spotlight

OUTREACH

- Grants and Sponsorships
- Chapter Gear/Logos
- Videos
 - Join Your MOAA Chapter Today
 - Stakeholder's Report
- RAD/Recruiting Kits
- White Label Newsletter

TECHNOLOGY

- Committee Module
- Near Real Time Report
- Online Dues

Recruiting Best Practices

- Every member is a recruiter
- Lean into networks, make personal connections
- Create internal recruiting competition
- Use Common Join Form
- Build a recruiting package (invitation letter, current newsletter, membership application)
- Always carry recruiting info
- Provide online join option, use online dues program
- Have a website or web presence
- Use social media, personalize membership
- Conduct meetings at different venues and times
- Connect with base retirement services office or transition center
- Follow up after initial contact and/or first meeting

Information Sharing

- Association Management System Update
 - March 31: Cut over date. Anticipate no access through on or about 22 April

- Expanded Member Data Sharing
 - Opt-in Joins Prior to October 2018
 - Post AMS transition
 - Restrictions and safeguards

Committee Module Enhancements

- More requested data fields
- Near Real Time (NRT) date range increase
- Chapter roster and NRT match
- New Terminology Used:
 - Member (Read Only) / Manager (Updating Privileges)
- Managers can:
 - Add members, place end date (to deactivate members)
 - update Meeting Information

Generational Recruiting and Retention

- **Be relevant and relatable**
 - Meaningful connection
 - Welcoming environment

- Younger generation wants to DO something; make a difference
 - WIIFM?
 - Consult with target demographic
 - Ask for their ideas and their voices

Partnerships Update

- Carry The Load
 - Honor fallen servicemember, veteran, or first responder
 - Five march relay routes across 48 states converging Memorial Day Weekend
 - Opportunity to participate in national cemetery visits
 - <https://www.carrytheload.org/>
- Our Community Salutes
 - Recognition ceremonies for high school enlistees and families
 - Opportunity to participate and/or host a table
 - <https://www.ourcommunitysalutes.org/communities-home>

Inclusion and Retention

- **Provide a welcoming, diverse environment**
 - Integrate new members quickly
 - Remember that first impressions are key
 - Assign sponsors/buddies for new members
 - Considering timing for meetings
- **Survey members**
 - Learn their interests
 - Incorporate into planning
 - Follow-up
- **Develop meaningful programming**
 - Current events, interests
 - Mission
 - Community outreach
 - Social/family friendly
- **Make a connection**
 - Communicate regularly
 - Newsletter
 - Calling tree
 - New member packet
 - Social media
 - Reach out to other VSOs

Leadership Succession Tips

- Review present bylaws/fill critical positions first
- Review current term limits
- Consider “fleet up” model with a deep bench
- Generate interest in leadership positions well before nominations
- Identify potential candidates during normal course of business
- Groom and mentor potential leaders and get them involved in a chapter committee
- Be inclusive and proactive in including surviving spouse members and spouses
- Develop a chapter operations handbook
- Have an active awards/recognition program

Revenue Generation

- Recruiting Incentives
- Community Grants and Sponsorships
- AMBA Advertising
- MOAA Vacations Rebate
- Newsletter Advertising
- Local Retail Sponsors
- Auctions
- Golf Tournaments

MOAA STORE



0 items

ALL CATEGORIES 

Search store 

Apparel

Headwear

Drinkware

Accessories

Medal and Recognition

Meeting and Tradeshow

Councils & Chapters

Closeout

WELCOME TO THE MOAA STORE!

Member BENEFIT

BE SURE TO CHECK OUT THE CLOSEOUT SECTION FOR LAST CHANCE ITEMS!



ROTC PROGRAM SUPPORT

COUNCILS & CHAPTERS

PRICE RANGE

Min: \$0.00 Max: \$584.00

0 584

SIZE

All

COLOR

All

Sort by created on



Blank Program Certificates
SKU: MOAA1152-MUL-OS
\$21.50

BUY



Army Gold Bar Kit (w/OCP)
SKU: MOAA1147-CO-MUL-OS
\$21.25

BUY



Marine Corps Gold Bar Kit
SKU: MOAA1146-CO-MUL-OS
\$14.50

BUY



Navy Gold Bar Kit
SKU: MOAA1145-CO-MUL-OS
\$14.50

BUY





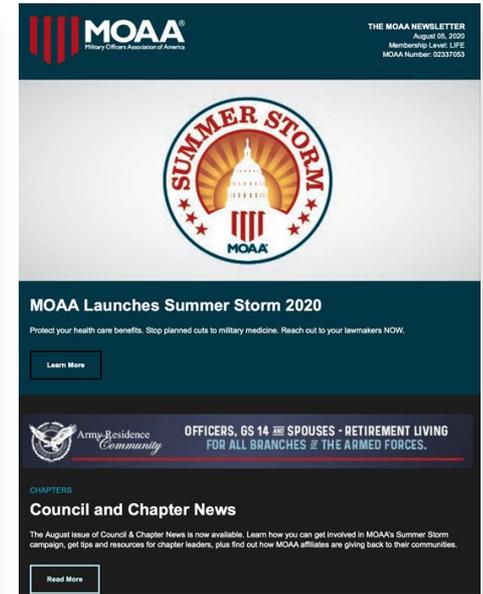




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Chapter Communications



- MOAA Electronic Newsletter
- White Label Newsletter
- Military Officer Magazine
- State-specific joint messages
- Electronic Support Messages
- Post Cards



MOAA.ORG

COUNCIL AND CHAPTER MEMBER PAGE

Workforce Now WorkLifeMatters Amazon Music Unli... moaa mail Hungry Harvest Rec... vanguard.com - per... My HealtheVet voice mail MOAA - Home MOAA Perks

Council and Chapter Awards

Learn about the many honors available to MOAA councils and chapters, and their members.

[READ MORE](#)

Council and Chapter Recruiting and Membership

Resources for chapter leaders to grow and maintain their membership rolls.

[READ MORE](#)

Council and Chapter Administration

Forms, links, downloads, and other materials.

[READ MORE](#)

Council and Chapter Communications

Resources for chapter leaders to grow and maintain their membership rolls.

[READ MORE](#)

Council and Chapter Community Involvement

Resources for chapter leaders to reach out to their communities.

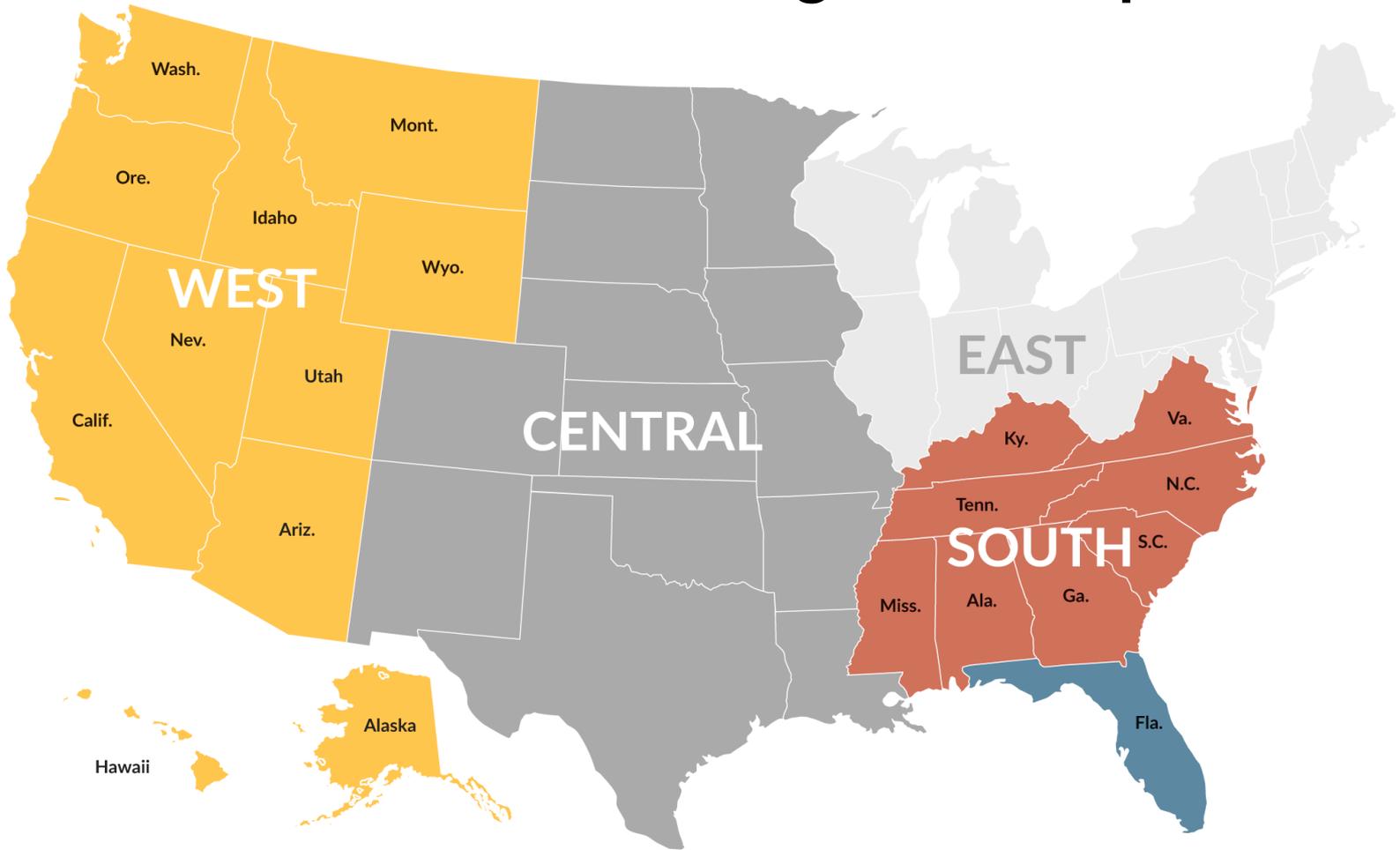
[READ MORE](#)

Council and Chapter Training Materials and Opportunities

Leaders and members alike have many learning tools at their disposal.

[READ MORE](#)

2024 Leader Training Workshops



Leadership Seminar
Orlando, FL
January 25-27
FL, Other C&C by invitation

Virtual Workshop
New Leaders
March 27
Focused on New Chapter Leaders

South Workshop
Greenville, SC
May 17-18
AL, GA, KY, MS, NC, SC, TN, VA

Virtual Workshop
Experienced Leaders
August 14
Focused on Experienced Leaders

West Workshop - Reno, NV
November 15-16
AK, AZ, CA, HI, ID, MT, NV, OR, UT, WA, WY



2024 Roundtable Schedule

| | | | |
|---|---------------------------------------|-------------------------------------|---|
| January 18* Compliance and Legal Topics | February 29 Committee Module | March 28 Advocacy in Action | April 25 Marketing |
| May 23 Individual Awards Program | June 27 Generational Recruiting | July 25 Chapter Health Update | August 29 Council/Chapter Visit Program |
| September 26 TBD | Oct 24* Community Outreach | November 21* MOAA Annual Awards | December 19* 2024 review 2025 preview |

* Adjusted from 4th Thursday to Avoid Conflict



Resources



- www.moaa.org
 - C&C Policies and Procedures Guide
 - Leaders Workbook
 - Webinars
 - Electronic Newsletter
- chapters@moaa.org
- 1-800-234-MOAA

Discussion

