



HISTORICAL LOE BEST PRACTICES

<u>ROTC and Awards Programs:</u>	<ul style="list-style-type: none">• Ask ROTC/JROTC commanders to provide articles for the chapter newsletter describing upcoming events (Jayhawk Chapter, Kan.);• Hold a Joint Leadership Summit that brings together military-focused youth organizations (ROTC, JROTC, Civil Air Patrol, and Naval Sea Cadets with military organizations and community partners (Charleston Chapter, S.C.);• Sponsor JROTC drill meet with MOAA-USAA sponsorship funding (Green Country Chapter, Okla.);• Present Junior ROTC (JROTC) Instructor of the Year award (North Carolina Council of Chapters);
<u>Legislative Affairs:</u>	<ul style="list-style-type: none">• Send “action” email blasts to chapter members (El Paso Chapter, Texas);• Organize council and chapter visits to state legislature (Multiple);• Send or email chapter newsletter to elected political leaders (Multiple);• Partner with State Veteran Advisory Commission (Heartland of America Chapter, Neb.) and state-level United Veterans Councils (Pikes Peak Chapter, Colo.)• Track number of members accessing MOAA’s Legislative Action Center (North Dallas-Fort Worth Chapter)
<u>Base/Community:</u>	<ul style="list-style-type: none">• Establish social media presence (i.e. Facebook, Twitter) to reach younger demographic (C&C Affairs)• Partner with local chapters of other veteran service organizations to support area veteran activities (Multiple);• Partner with local hospice for “We Honor Veterans” events (Western North Carolina Chapter);• Participate in Employer Support of Guard and Reserve (ESGR) events (Multiple);



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<p><u>Chapter Retention/Development:</u></p>	<ul style="list-style-type: none"> • Special treatment for surviving spouses - dues reduction and presentation of special pin (The Dover Chapter) • Calling members who do not RSVP to meetings; <ul style="list-style-type: none"> ○ survey to new members (South Georgia Chapter) • Establish a new member orientation w/ brunch hosted by executive committee twice a year (Feb and Sep). Have sponsor attend with new member (Columbia River Chapter) • Have a wise counsel of past presidents to generate good ideas and facilitate continued involvement in the chapter and to mentor/advise newer leaders (Kingdom of the Sun Chapter, Fla.);
<p><u>Recruitment and Retention:</u></p>	<ul style="list-style-type: none"> • Randomly select 20-30 names of MOAA national members in area who are not chapter members and send them the chapter newsletter (Tucson Chapter, AZ) • Invite local ROTC "commanders" to be a board member and rotate periodically if several in area (Jayhawk Chapter, KS) • Remind about meetings with call-out: three main benefits — confirm date/time/location of next meeting, check on member's health and well-being, and promote legislative message (Northeast Arkansas Chapter) • Set a goal of having each board member as a member of another veterans group or veterans service organization (Greater Cincinnati Chapter, OH) • Chapter provides links to MOAA's "Take Action" section and the "Legislative Action Center" webpages at the top of its home page; • Send a letter to members asking them to update their personal information and to volunteer to help the chapter as part of the annual membership renewal campaign which results in accurate member information and identifies volunteers for leadership succession (Greater Dallas Chapter)
<p><u>Personal Affairs</u></p>	<ul style="list-style-type: none"> • Provide each member with an emergency assistance phone directory with necessary contact information and instructions (Montgomery Area Chapter, Ala.) • Have Personal Affairs Guide with notification system (Southern Nevada Chapter); • Distribute chapter business cards on visits to local hospitals, surviving family members, and hospice organizations (Grand Strand Chapter, S.C.); • Create refrigerator magnets with personal affairs information (Tucson Chapter, Ariz.);



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<p>Additional Tips:</p>	<ul style="list-style-type: none">• 10% dues discount for early renewals;<ul style="list-style-type: none">○ Invite non-chapter MOAA LIFE members to picnic, pair w/chapter member to engage and get to know everyone (Arizona Chapter)• Set goals, determine budget to achieve, assign committees to each goal, measure and monitor, and most importantly, remember to have fun (Kitsap Chapter, Wash.).• Establish a relationship with another nearby chapter: hold joint meetings and activities (Multiple); and• Purchase the MOAA tablecloth and provide MOAA Information Tables at chapter events and outreach recruiting events;<ul style="list-style-type: none">○ MOAA pamphlets are extremely popular, but few members (let alone the public) know about these valuable publications (MOAA Board Member)
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