

## Membership Campaign



Visit our Website:  
[www.MOAAFL.org](http://www.MOAAFL.org)

**Steve Bond**  
Colonel, US Army-Retired  
FCoC VP & Membership Chair  
[vpfcoc@gmail.com](mailto:vpfcoc@gmail.com)

### Florida Membership Campaign

The Florida Council Membership Campaign is designed to provide a framework to grow our numbers, build stronger chapters, make a bigger impact in our communities, and make our voices heard even louder in the Halls of Congress, in Tallassee, and in our communities on behalf for the serving military, all veterans and their families.

The key to our success is organizing and implementing the practices and procedures outlined in the campaign at the Chapter-Level. Chapter Leadership and Membership Committees need to do their homework and be familiar with the following:

- MOAA Leaders Workbook. Download it at:  
<https://www.moaa.org/content/publications-and-media/moaa-publications/council-and-chapter-leaders-workbook/>
- MOAA's Recruiting and Membership webpage. This page has links to MOAA Chapter Recruiting Guide, Directions for using the Committee Module (Note MOAA is planning to introduce a new program in early 2023), the weekly recruitment tracker and other useful information for retaining and recruiting members. Go to <https://www.moaa.org/content/chapters-and-councils/chapters-and-councils/council-and-chapter-recruiting-and-membership/>
- FCoC Membership Webpage: <https://www.moaafl.org/Membership.aspx>
- Plan to attend the Leadership Seminar held annually in Orlando—this is a training session for chapter leaders.



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## One of MOAA's Largest State Councils

- Florida is #3 State in the Nation for Veterans—1.5 Million Vets!
- Roughly 160,000 Active, Former or Retired Officers in the State
  - FCoC is Second Largest State Organization in MOAA
- However, there are only 5,000 members in our 42 Chapters or an average of about 120 members in a Florida Chapter

***Being #2 Means We Try Harder!***

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Living in Florida, we live in a “Target Rich Environment” for recruiting. Here are some demographics to consider:

- Florida is the #3 State in the Nation for veterans--over 1.5 million live here. There are also another 60,000 serving military in the State. A rough estimate is 10% of those are Active, Former, or Retired Officers and Warrant Officers, meaning there are *around 160,000 potential MOAA Chapter members living here*, not counting spouses!
- Those 160,000 potential MOAA chapter members are our neighbors. We work and go to church with them. We see them in grocery stores proudly sporting hats and shirts with their military affiliation. Are you talking to them about MOAA, what your chapter does locally, and have you asked them to join your chapter?
- FCoC is MOAA's Second Largest State Council with around 5,000 members in our chapters. While we are doing well in comparison to other States, that number is low when compared to the number of potential members living here. Being #2 means “We Try Harder”!

Each chapter is unique, has different challenges and demographics. However, every one of us is key to growing our numbers. Recruiting and Retaining members is a total chapter effort.



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# MOAA Recruitment Tracker for 2021

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 Chapter Recruitment 2021, Members Recruited from 1/1/2021 - 12/31/2021

Total Chapter Members Recruited: 2,196 / Total Incentive Qualified: 223

Alias	Chapter Name	Total Members Recruited	Total Incentive Qualified
FL02	Broward County Chapter of the MOAA	2	0
FL03	Cape Canaveral Chapter	105	7
FL08	Cleawater Chapter	10	1
FL09	MOA of Southwest Florida	17	0
FL14	Kingdom of the Sun Chapter	1	0
FL15	Lake & Sumter Counties Chapter	39	3
FL18	Northeast Florida Chapter	22	0
FL19	Northeast Florida MOA, Inc.	12	2
FL20	Palm Beach Area Chapter of MOAA, Inc.	1	0
FL22	Pensacola Chapter, MOAA	7	0
FL23	St. Petersburg Area Chapter, MOAA	23	0
FL26	Tallahassee Chapter	2	0
FL27	Tampa Chapter, MOAA	45	5
FL30	The Military Officers Club of Volusia County	5	0
FL31	Charlotte Harbor Chapter	5	0
FL32	MOAA of Citrus County Chapter, Inc.	9	2
FL33	Lee Coast Chapter, MOAA	19	2
FL36	Indian River Chapter MOAA	17	1
FL39	Halifax Area Chapter	15	1
FL40	South Central Florida Chapter of the MOAA	6	0
FL42	Sun City Center Chapter	15	1
FL46	Ancient City Chapter	19	2
FL48	Palm Beach - Martin Counties Chapter of MOAA	8	0
FL51	Historic Mayport Chapter	8	1

Chapter Recruitment Tracker is located at:

<https://www.moaa.org/content/chapters-and-councils/chapters-and-councils/counciland-chapter-recruiting-and-membership/>

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This is MOAA’s final recruitment tracker for last year-2021. MOAA posts this report weekly on their website on the Council and Chapters Membership and Recruiting webpage and anyone can view it from their website.

Note only 24 of our 40 chapters are shown on this chart. If you do not see your chapter on this chart, very likely, something is broken with your recruiting effort—either the chapter is not bringing in new members or the new members you are bring in are not being reported to MOAA National. Make sure your membership chairs/chapter leaders are familiar with the committee module and how to report new members/add new members to your chapter!

FCoC is currently working with MOAA to allow AVPs the ability to access to their Chapters Committee Modules and assist with using the module.

**Tip:** When you recruit a non-MOAA member, walk them through joining MOAA from the MOAA membership page

[https://ebiz.moaa.org/PersonifyEbusiness/Default.aspx?TabId=153&utm\\_source=hp&utm\\_medium=header&utm\\_campaign=Join](https://ebiz.moaa.org/PersonifyEbusiness/Default.aspx?TabId=153&utm_source=hp&utm_medium=header&utm_campaign=Join), then add them to your chapter in the MOAA Committee Module.



## Campaign Lines of Effort



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Now let's talk about the Campaign and the Lines of effort.

With our goal to grow our membership numbers State-wide and make an even larger impact for those we serve—our members, all Veterans, including the active serving in the Uniformed Services, their spouses, as well as Military inclined students—How do we go about doing that? Florida is a "Target Rich Environment" for finding new chapter members. Think of this in terms of a Military Campaign. As with any military operation, we have an objective. The Campaign objective is to increase chapter membership numbers. To achieve that objective, there are three main Lines of Effort (LOE) that need to be worked: (1) Retaining Current Chapter Members, (2) signing up New Members; and (3) a Public Relations effort to support the campaign by getting the word out about what your chapter does. What is your chapter's objective?

- **LOE #1: Retaining your Current Members.** This LOE reflects everything your chapter is doing, or needs to do to keep your current members, as well as attract new members. Ask yourselves these questions: *Why would someone want to join your chapter? Does your chapter provide services for your members? Does it provide services and philanthropy in your community?* Retaining members is not just the responsibility of the Membership Committee, but rests with all Chapter leaders. Every member you keep is one less that you need to recruit!
- **LOE #2: Signing up New Members.** Recruiting new members is a responsibility for every chapter member. We all need to talk to prospective members about what MOAA and especially what our chapters do and have information available to sign up new members. Every chapter member is a recruiter for your chapter!
- **LOE #3: Public Relations to get the word out.** This is both an *internal* effort to keep your membership aware of what the chapter does, AND an *external* effort to let potential members and the community-at-large know what your chapter is doing, the impact it makes, and what we are about.

As with any military campaign, you need to organize your chapters and to assign tasks and responsibilities to achieve the objective. The Chapter President should be overall responsible for the Membership Campaign, assisted by other chapter leaders for each of the individual LOEs—perhaps the Chapter Vice President for the various programs that do things to retain Members; the Membership Chair for the providing tools for members to recruit others and administer the various databases, and a Public Relations Chairperson to "get the word out".

Recruiting and Retention are a total chapter responsibility. Every member is a recruiter. If you have not done so already, get organized to accomplish the mission!



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#1 *Retain Current Members*

**Recruiting in HARD, Retaining is HARDER!**

- Does your Chapter have a:
  - *Purpose/Mission?*
  - *Activities and Events to interest all?*
  - *A Welcoming and Inclusive Environment?*
  - *A Contact Plan for Annual Non-Renewals?*
- Encourage Annual Chapter Members to become Life Members
- All members should be MOAA Basic Members; encourage Premium & Life Membership

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Let’s dive into LOE #1--Retaining Current Chapter Members.

LOE #1 reflects everything your chapter is doing *or needs to do* to keep current members and attract new members. You have probably found that recruiting new members is HARD, but retaining current members is even HARDER! Every member you keep is one less that you need to recruit. Ask yourselves these questions: ***Why would someone want to join your chapter?*** *Does your chapter provide services and philanthropy in your local community? Does it do things for your members and are you organized to help members--be they veterans, spouses, or family members?* Take a critical look at your chapter--Does it have a purpose for being or what we in the military call “a mission”? Basic mission activities that each chapter should be performing and organized to accomplish fall into the areas of Legislative Advocacy, Community Service and Philanthropy, and a special Camaraderie with fellow members as you go about this important work.

- Being affiliates of MOAA, our common mission is to support MOAA’s Legislative Advocacy efforts, but we also need to be doing this at the local-level, and in conjunction with the Florida Council, at the state-level.
- Give back by performing a variety of community service and charitable giving activities for veterans in need, military inclined students and serving military families.
- Take care of your members. Hold events--from business meetings, lunches/dinners to special events and activities. Provide services to your members such as survivor assistance or assisting with the VA for your members.

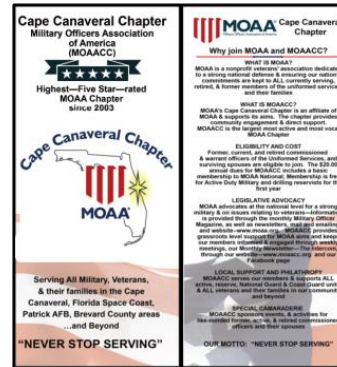
Retaining members and attracting new members to your chapter is a mission task that rests with all Chapter leaders.



Cape Canaveral Chapter Tri-Fold

• Every Chapter Member is a Recruiter!

- Most Effective Recruiting Method
- Talk to People & Tell them what we do!
- Provide an Information Paper Tri-fold with Application and an Elevator Pitch to Chapter Members
- Use Different Approaches for Active, Retired, Former Officers & for Spouses
- Always carry an Application!



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Continued

LOE #2 is about the ‘How To’ go about bringing new members into your chapter. You can divide those eligible to join your chapter into two groups--those that are already MOAA members and those that are not.

- Someone who is already a MOAA member knows of MOAA’s superb legislative advocacy efforts and member benefits. MOAA also provides chapters with a monthly listing of MOAA members moving into your areas that are not chapter members. The “Near Real Time Report” is available to your Chapter Committee Module Administrator. The Membership Committee should be contacting those non-chapter MOAA members that have “opted in” to receive chapter communications, to tell them what your chapter does, invite them to participate in activities, and join your chapter.
- For non-MOAA members, after a brief conversation to determine eligibility, let them know what MOAA does nationally and even more important, what your chapter is doing locally. An added benefit for non-MOAA members is when they join your chapter, they can also become basic MOAA members at no cost.

The most effective tool for gaining new members is your current members. They are the “Front Lines” of the campaign--talking to prospective members, finding out their interests, and telling them about MOAA and what your chapter does locally. Create a mindset that all chapter members are recruiters.

**Tip:** Download the Monthly Near-Real-Time Report from MOAA and save it. After initial notifications, do an end-of-year follow-up.





- **“Special Project” Recruiting**
  - E-mail and Letter Invitations to area MOAA Members from MOAA’s “Near-Real Time Report”
  - Senior ROTC Cadet and “Gold Bar” Memberships for Commissioning
  - Website & Membership Page
- **Membership & Information Drives:**
  - Presence at Veteran-related Events
  - Invite Members to Stop by & Bring Friends
  - Talk with Area Veterans and Groups
  - Raise Community Awareness of Chapter Activities  
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Canopy & Information Table at Vietnam Vets Reunion



To help your members be effective recruiters, your Membership Committee should provide material to assist with this task--with items such as information papers or trifold that summarize what MOAA does nationally and your chapter does locally, and applications to join. Provide them with an “Elevator Pitch” so all members have the talking points about MOAA and the Chapter to get a new member to join. Encourage members to always carry an application with them as they never know when the opportunity will present itself to recruit a new member. Additionally, make this information available on your website, so new members can join on-line.

Finding new members is as easy as talking to friends, co-workers, and neighbors. Potential new members are easy to identify--they are proudly wearing service logo ball caps and shirts, and their cars have bumper stickers and license plates identifying their service affiliation. Your chapter should participate in area veteran events and celebrations with the purpose of recruiting new members—Be visible. Set up a recruiting table at those, manned by chapter members to tell others what your chapter is doing. Other ways to get new members is by offering incentives to serving officers—one idea, no cost or first year free memberships for “Gold Bar” memberships ROTC cadets or at their commissioning or for senior year ROTC Cadets.

Once you have made a prospective member aware of the great work your chapter does, have an application with you—carry one in your wallet (or purse)! If they do not seem ready to sign up, direct them to the website to join online. Next time you see them, follow up and remind them to join!



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#3

Internal & External Media  
& Public Relations

### Supporting Efforts for Retention & Recruiting

- Internal Communications:
  - Keep Members Informed!
  - Newsletters, Website, Facebook Page, eMails
  - Business Meetings
- External Communications & Marketing:
  - Let the Community, Prospective Members, and Member Know about Chapter!
  - Articles in *Military Officer*, *Florida Today*, *Space Coast Daily*, *Veteran Voice*, *Senior Scene*...



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LOE #3, is the Internal & External Media Communications and Public Relations activities to publicize your chapter's good work and support recruiting and retention. It supports your chapter by letting others know--both current and potential chapter members--what your chapter is about and what it does for your members and the community-at-large. To reach both groups, your chapter needs Internal Communications directed at your members, and External Communications/Public Relations/Marketing efforts to reach potential members and into the outside community.

Internal Communications are your newsletters, website, Facebook Page, your meetings, and even emails and phone calls that serve to keep your members informed and aware of what your chapter does. Informed chapter members more engaged and better recruiters. Your chapter also needs to reach prospective members and the outside community through External Communications/Public Relations/Marketing efforts.

**Tip:** Check to see who is getting and reading your chapter newsletter and the Council Communique.





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**Examples of Earned & Paid Media**

Bivouac, Dec 2021

Military Officer Magazine, Jan 2022

**Paid Media/  
Advertising**

**Earned Media/  
Stories & Articles**

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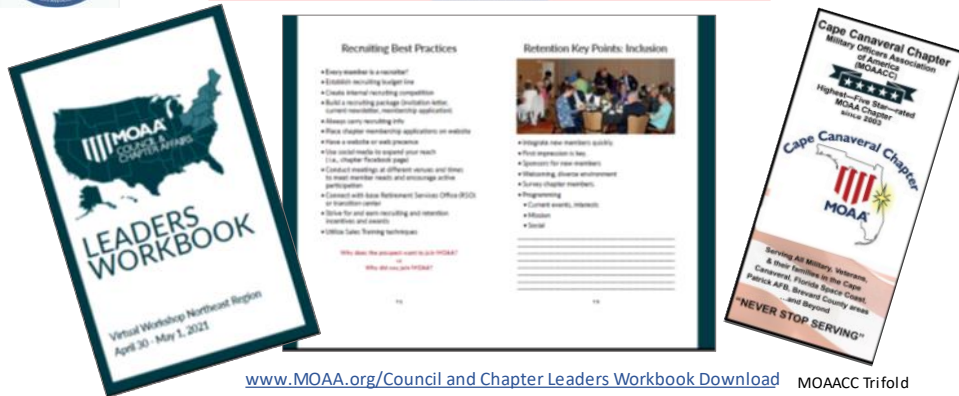
There are two types of external communications--Earned Media and Paid Media:

- Earned Media is stories and articles about your chapter that are carried and published by news outlets. Local and regional news outlets are looking for stories about community service and charitable giving. Many times, however, they do not have a dedicated reporter to cover an event or write a story. Your chapter can still get stories into the news by having someone in the chapter write the story or press release about what your chapter is doing. Give the who-what-when-where of the activity in the story to news outlets covering the military, seniors, and veterans. Not only will your chapter receive publicity for your good works, but it is free, and has the added benefit of letting your current members know they are being recognized in the community for their efforts!
- Paid media is advertising to reach potential members. There are many local and regional news outlets that will run advertisements at a reasonable price however, the drawback is it does cost to run the ad.

What your chapter does in the community is newsworthy. Make your chapter known for your deeds and get the word out!



## Resources



[www.MOAA.org/Council and Chapter Leaders Workbook Download](http://www.MOAA.org/Council and Chapter Leaders Workbook Download) MOAAC Trifold  
[www.moaafl.org/Membership.aspx](http://www.moaafl.org/Membership.aspx)

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I want to leave you with knowing there are resources to help you with recruiting and retention from MOAA National and the Council.

To summarize, we have outlined a State-wide Membership Campaign to grow our numbers, make our chapters stronger, and make our voices even louder. We encourage Chapter Leaders to take a hard look at their chapters and implement the elements of the campaign into their planning and operations. In Florida, we have a “Target Rich Environment.” We outlined the three Campaign Lines of Effort or “LOE.” LOE #1--Chapter programs needed retain current members and appeal to new members. The key question there is--Why would someone want to join your chapter? LOE #2—is about recruiting new members, including current MOAA National Members and others that are eligible to join. And LOE #3, the Internal & External Media Communications and Public Relations needed to publicize your chapter’s good work and your support recruiting and retention.

To implement the campaign, Chapter Leaders need to fix responsibilities for each of the Lines of Effort.



## Final Thoughts

- Recruiting is hard, Retention is harder!
- Recruiting Quality vs. Quantity Members—“Quantity has a Quality all its own!”
  - Retaining Chapter Members begins immediately after they join
- Everything the Chapter does or doesn’t do impacts Retention and Recruiting
  - Chapter Members need to “Talk Up” what the chapter is doing
    - Work with local News Media for PR
  - Every Member is a Recruiter...but most aren’t comfortable in that role
    - Have competitions to see who can recruit the most members
- Develop Tools to tell the story—Trifold with “Elevator Pitch”, Information on what the chapter does & Application to Join; Webpage w/Join online; Send Letter/e-Mail Invitations to Join
  - Different approaches needed for Active Serving, Retired, and Former Officers & Spouses
- Active Serving Members without ties to the community likely won’t stay Chapter Members, but you’ve introduced them to MOAA
- If a potential recruit doesn’t join when you’re talking to them, they probably won’t, but keep working on it!

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Here are some final thoughts on recruiting and retention that I put together when I was a chapter membership chair.

Later this Summer we will hold web-based “ZOOM” meetings with Area Vice Presidents, Chapter Leaders. and Membership Chairs to discuss the plan, answer questions, and share what you have learned about retention and recruiting. In the fall, we will coordinate an effort at the council-level with MOAA National to invite non-chapter MOAA members in Florida to join a chapter. Meanwhile, get ready! Look at your chapter--do you have programs in place to appeal to new members? If you have not done so, develop the recruiting material and assign responsibilities for the Lines of Effort. The Campaign Objective is to grow our numbers and make our voice even louder--in our communities, across the State, and in concert with MOAA at the National level.

We have a wealth of experience right here in our chapters—if you need help, call on your AVP, Council Leadership, or reach out to other chapters. My email address is on the first slide. Do not hesitate to contact me. We are in this together!

Questions?