

Legislative Advocacy – Philanthropy-Community Service – Camaraderie



Membership Campaign

**FCoC Leadership Training Seminar
Orlando, FL
7 January 2023**

Visit our Website:
www.MOAAFL.org

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Legislative Advocacy – Philanthropy – Camaraderie

Florida Demographics

- Florida is #3 State in the Nation for Veterans—1.5 Million Vets!
- Roughly 160,000 Active, Former or Retired Officers in the State
 - However, there only ~5,000 members in our 39 Chapters
- FCoC Membership Campaign underway since June 2021

“NEVER STOP SERVING”



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FCoC By the Numbers...

1137

Members in Cape Canaveral
(Brevard Co.) Chapter--Largest
MOAA Chapter

~5000

of Members in FL's

25

Chapters

39

Chapters Down from
44 in 2018

Reported New
Members to MOAA
in 2022

12

Chapters
Received MOAA
Foundation
Grants for 2022

536

New Members by FCoC
Reported to MOAA in 2022

31

FL Chapters
attending
Orlando LTS

21

Chapters
Received 5 Star
LOE in 2021

128

Average # Members
in a Florida Chapter

27

Chapters
Received Harris
Communications
Award for 2021

114

New Members Recruited by Cape
Canaveral Chapter in 2022--#2 for
Geographic Chapter in MOAA

~10

Smallest Chapter in
Florida (Bay Co.)

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FCoC Membership Campaign

Purpose:

Grow our membership #s, build strong chapters to engage in our communities, while taking care of members

- Membership Campaign Charts, Text, & Video Recording of Zoom Meeting posted on MOAAFL.org website at:

www.MOAAFL.org/Membership.aspx



Highly Recommended for Review by New Chapter Presidents and Membership Chairs!

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Campaign Lines of Effort

#1

Retain Current Members

#2

Recruit New Members

#3

*Internal & External Media &
Public Relations*

Success is When:

- Your Chapter is Growing,
- Potential Members Find you to Join,
- Your Chapter is Recognized in your Community for your Actions!

Total Chapter Effort to Recruit, Retain, and Recruit Even More New Members!

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MOAA Recruitment Tracker for 2022

Florida Extract:

Chapter Recruitment 2022, Members Recruited from 1/1/2022 - 12/16/2022

Alias	Chapter Name	Total Members Recruited	Total Incentive Qualified
FL03	Cape Canaveral Chapter	110	5
FL04	Cape Coral Chapter of MOAA	3	0
FL08	Clearwater Chapter	4	0
FL09	MOA of Southwest Florida	8	1
FL14	Kingdom of the Sun Chapter	1	0
FL15	Lake & Sumter Counties Chapter	49	4
FL18	Northeast Florida Chapter	18	3
FL19	Northwest Florida MOA, Inc.	14	1
FL22	Pensacola Chapter, MOAA	26	2
FL23	St. Petersburg Area Chapter, MOAA	15	2
FL24	Military Officers Association of Sarasota, Inc.	1	0
FL27	Tampa Chapter, MOAA	98	4
FL28	Treasure Coast Chapter	1	0
FL30	The Military Officers Club of Volusia County	8	0
FL31	Charlotte Harbor Chapter	9	0
FL32	MOAA of Citrus County Chapter, Inc.	10	1
FL33	Lee Coast Chapter, MOAA	2	0
FL36	Indian River Chapter MOAA	24	4
FL39	Halifax Area Chapter	19	2
FL40	South Central Florida Chapter of the MOAA	7	3
FL42	Sun City Center Chapter	5	0
FL46	Ancient City Chapter	24	0
FL48	Palm Beach - Martin Counties Chapter of MOAA	58	1
FL49	Nassau County Florida Chapter	13	0
FL51	Historic Mayport Chapter	9	0

New in 2022

Florida Recruitment 2021

- 24 of 40 Chapters Reporting
- 413 New Members

Florida Recruitment 2022

- 25 of 39 Chapters Reporting
- 536 New Members

MOAA Chapter Recruitment Tracker updated weekly & located at:
www.MOAA.org/content/chapters-and-councils/chapters-and-councils/council-and-chapter-recruiting-and-membership/

Is your chapter recruiting & reporting new members?

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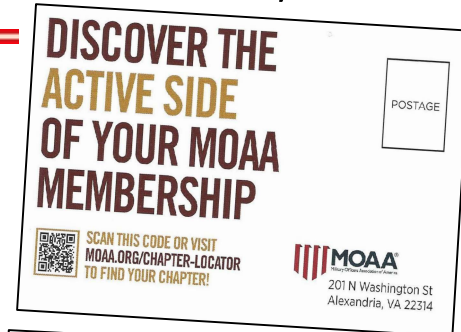
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Stimulating Membership Growth

Fall out card
Military Officer
January 2023

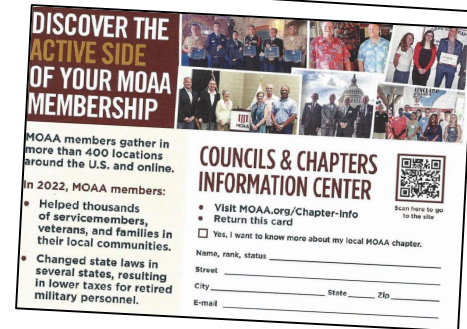
MOAA-National Level

- **January** edition of MOAA’s *Military Officer* Magazine “fall out” card to encourage non-chapter MOAA members to join a chapter



FCoC-State Level

- **Feb-Mar--**MOAA “email blast” to all FLA non-chapter MOAA members to join a chapter



Chapter Level

- **Spring/Summer--**Chapters request MOAA do a specific “email blast” or post card mailing to non-chapter MOAA members in their areas with invitation to attend a Chapter event and join

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What is Working for Your Chapter?

What Works, What Doesn't, and Where do you need help?

[Video: Never Stop Serving: Join Your Local MOAA Chapter Today! - YouTube](https://www.youtube.com/watch?v=cvpal93ZwpY)

<https://www.youtube.com/watch?v=cvpal93ZwpY>

Communique Ad

MEMBER BENEFIT Nº 3

CHAPTERS

Your local MOAA chapter. A place for MOAA members.

While MOAA effects change on a national scale, we fully believe in the power of local communities to make an impact. When you join your local MOAA chapter, you'll open up opportunities to network, volunteer, practice advocacy at the local level, and attend special events.

"I have learned that educating state legislators and their staff is a continual job. Working with MOAA has expanded my horizons and, as a result, helped represent veterans in my state."

LTC Robert L. Gray,
USAR (Ret)

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www.moaa.org/chapters | chapters@moaa.org | (800) 234-MOAA (6622)

Military Officer Ad

VISIT OUR MEMBERSHIP PAGE
www.MOAAFL.org/Membership.aspx

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"NEVER STOP SERVING"

MOAA
Former, Active, Retired Military Officers,
Warrant Officers & Surviving Spouses

JOIN A FLORIDA CHAPTER

- Advocacy from the National to the State and Local levels
- Philanthropy and Community Service
- Camaraderie with a Purpose!

MOAA chapters unite active duty, former, and retired officers and warrant officers from every branch of service, including the National Guard and Reserves, as well as their spouses. Membership in a chapter provides an opportunity to connect with fellow officers, networking, grassroots advocacy, community service, philanthropy, and much more.

Connect with other, like minded officers committed to keeping our military strong and ensuring promises made to veterans are kept.

There are 39 MOAA Chapters in Florida. Know of someone eligible to join a chapter? Tell them what we do and direct them to our website at:
www.MOAAFL.org/Membership.aspx

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