

# Membership & Marketing Update

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# Today's Environment



## Challenges = Opportunity

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Attitudes toward membership differs by generation

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Varying degrees of awareness of MOAA within the military community

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Declining paid membership

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Aging membership

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Limited engagement in association activities and offerings

# Membership Model



**45%**

**LIFE Members**



**14%**

**PREMIUM Members**



**41%**

**BASIC Members**

# How Are We Doing?

## 350,000+ Members Strong

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Year-over-year growth in overall membership

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Renewal rates remain strong

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Paid membership remains challenging with acquisition of new PREMIUM members lagging

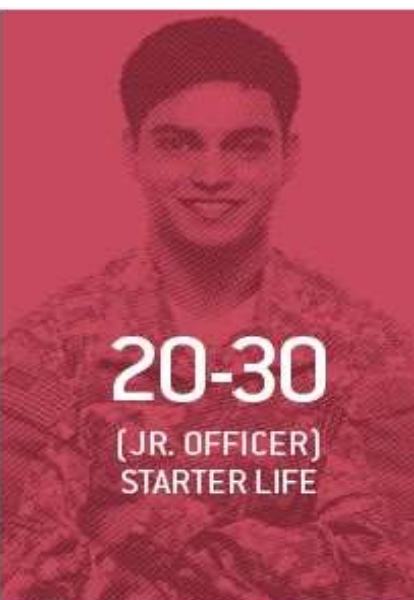
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Growth of BASIC membership—our pipeline for PREMIUM and LIFE membership

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# Member Personas



**20-30**

[JR. OFFICER]  
STARTER LIFE



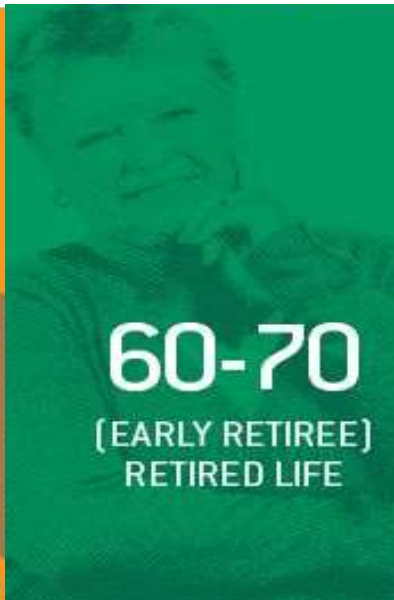
**31-45**

[MID-GRADE OFFICER]  
FAMILY LIFE



**46-59**

[SR. OFFICER]  
TRANSITIONAL LIFE



**60-70**

[EARLY RETIREE]  
RETIRED LIFE

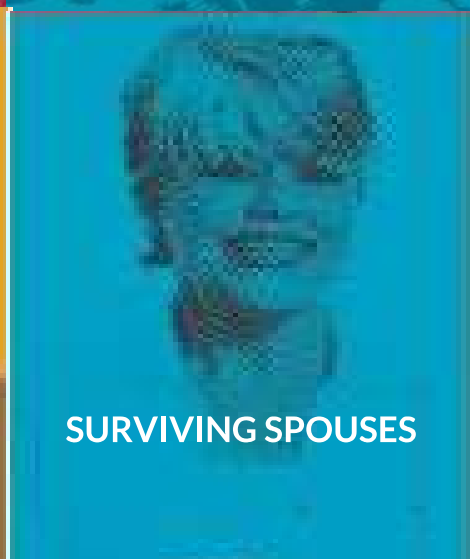


**70+**

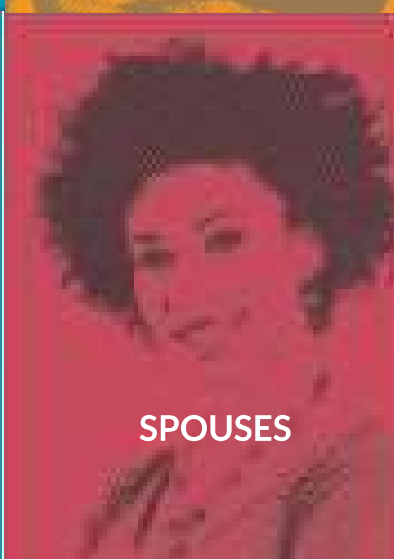
[FULLY RETIRED]  
HARD-WORKED LIFE



FORMER OFFICERS



SURVIVING SPOUSES



SPOUSES

**Primary Target Audience:  
Officers Age 40-60**

# Looking Forward



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More in-person events and outreach

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New member portal

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Enhanced focus on personalization

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Strengthen the value proposition

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# Working Together

## How You Can Help:

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Ask questions

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Share the value of membership with fellow officers and surviving spouses

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Invite others to join (Use promo code GRASSROOTS)

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**MOAA<sup>®</sup>**

Military Officers Association of America