

# Chapter Affairs January 2023

Erin Stone, CAPT, JAGC, USN (Ret)
Senior Director, Council and Chapter Affairs
erins@moaa.org



# The Big Picture Why MOAA Needs Chapters

Legislative Advocacy

**Impactful Community Service**  Membership Growth

Chapter Health



## Where Does YOUR Chapter Fit?

#### The healthy chapter:

- Articulable (and Articulated!) chapter 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





### Levels of Excellence Awards

### New for 2022 program year\*:

- 3-star award
- Council President input
- Visit Reports
- Greater weight to chapter input than data (because our data is limited)

\*Activity before Aug 1, 2022 will not hurt the chapter



# Tools and Resources: Recruiting and Retention

#### **PROGRAMMING**

- Visit request form
- Electronic Messaging
- Post Cards/Revitalization
- Email draft on webpage

#### **RECOGNITION**

- Leadership Awards
- Organizational Awards
- Ceremonies
- BlairD@MOAA.org

#### TECHNOLOGY

- Online Dues
- Recruitment Tracker

#### OUTREACH

- Grants and Sponsorships
- Chapter Gear/Logos
- Videos
- RAD/Recruiting Kits
- Publications
- White Label Newsletter

#### **OTHER**

- Training Opportunities
- Discounts and Benefits



## Generational Recruiting/Retention

- Relevant, accessible programming
- Relatable, welcoming chapter members
- Younger generation wants to DO something; make a difference
- Consult with target demographic
- Former officers often join for camaraderie

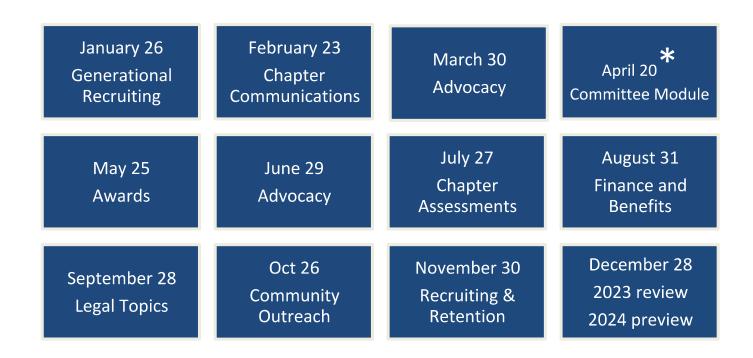


### Revenue Generation

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



# 2023 Roundtable Schedule



Last Thursday of each month (\*exception) at 7:00 pm ET



# **Key Dates**

AMBA (Mercer) Ad Program Applications	Jan 1-May 31
Harris Communications Award Applications Due	Feb 1
Advocacy in Action	Apr 24-26
Council Presidents Seminar	Apr 27
Levels of Excellence Applications Due	May 1
Strobridge Legislative Chair/Liaison Award Nominations Due	Jun 1
Surviving Spouse Liaison Excellence Award Nominations Due	Jun 1
Input due for October Military Officer Magazine	July 1



## Questions?



chapters@moaa.org
1-800-234-MOAA

