



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

LOE

!



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

January 26 Generational Recruiting	February 23 Chapter Communications	March 30 Advocacy	April 20* Committee Module
May 25 Awards	June 29 Advocacy	July 27 Chapter Assessments	August 31 Finance and Benefits
September 28 Legal Topics	Oct 26 Community Outreach	November 30 Recruiting & Retention	December 28 2023 review 2024 preview

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