

**MOAA North Carolina Council of Chapters
 Membership Report for Aug 17-18 Council Meeting
 COL (Ret) Jeri Graham – 1st VP – Membership**

1. We have all had the opportunity to read about membership challenges in the National MOAA website, from National speakers and from our Council officers and Chapter Presidents. All Chapter Presidents receive the Give Me Ten binders which are resplendent with information. Today I am providing the big picture look at our Chapters and how we're doing. Now let's do some self assessment.

2. Here are the suggestions from a September 2011 Membership outbrief. Can you add anything to those suggestions? Please take a few moments to score your efforts and those of your chapter.

Suggestion	Always try	Sometimes	Have not	Comments
* Visibility in community the starting point. pins, hats, shirts				
* Personal Contact the closer.. Face to face best				
* Direct mail				
* Getting good email addresses				
* Stay with the potentials list –				
* Work with base/local papers/radio/PSA's/interviews				
* Work those 5 populations ** MOAA members (Life esp. Not in chapters ** Lapsed MOAA members/ Prospects ** NG/RC ** JROTC/.ROTC instructors, ROTC cadets/midshipman/newly commissioned officers ** Partner with other veterans Organizations – poach (nicely) ** Sponsor deployed units				
* Fund raising event for scholarships/other worthy causes and leverage media coverage.				

NORTH CAROLINA COUNCIL OF CHAPTERS

Statistics as of:
7-Aug-12

	Give me 10 Free	Give me 10 Paid	Give me 10 Life	Chap Life Conv	Outreach Credit	TOTAL
Cape Fear (NC 01)	2	1	0	0	0	3
Coastal Carolina (NC 02)	0	0	0	0	0	0
Eastern Carolina (NC03)	2	1	0	0	0	3
Carolina - Metrolina (NC 04)	2	1	0	0	0	3
Sandhills (NC06)	0	0	0	0	0	0
Southeastern (NC 07)	1	0	0	0	0	1
Tarheel Central (NC08)	9	0	0	0	0	9
Triangle (NC 09)	0	0	0	0	0	0
Western (NC 10)	0	1	0	0	0	1
Catawba Valley (NC 11)	0	0	0	0	0	0
Durham-Orange (NC 12)	0	0	0	0	0	0
COL Lloyd A. Osborne (NC 14)	31	0	0	0	0	31
First Flight (NC 17)	1	0	0	0	0	1
Central Carolina (NC 20)	0	0	0	0	0	0
High Country (NC 21)	1	0	0	0	0	1
New River (NC 22)	1	1	0	0	0	2
TOTALS	50					55

* Sponsor professional development session with Active/Guard/Reserve and ROTC units/ students.				
* Chapter memberships for ROTC cadets. midshipman – work into chapter leadership.				
* Target unit – invite BDE Cdr/Bn Cdrs and spouses to meeting				
* Develop social media capability				

3. The above are **recruiting** ideas. Let's get tough.....

- a. How would you describe the spirit of the folks who come to your meetings?
- b. Do you moan or celebrate what you have achieved or membership that has been retained?
- c. When you look at your chapter demographics...are you looking at what is relevant to your membership? If you are meeting those needs, how can you attract and be relevant to other demographics i.e. newly retired, RC/Guard/ spouses/ auxiliary.
- d. Do you belong to your country Veterans Council? Do you know that every organization probably has the same challenges? What can you do together? Why does every organization go after the same speakers? If MOAA is one powerful voice Nationally, can you assist your county in becoming one powerful voice for Veterans? What do your chapter members do in your community that is outside of MOAA? How do you help to publicize those accomplishments? (with Chapter member status noted).
- e. Last meeting, I color coded objectives. Did you think about doing something like that when you got home? Did you think about having some strategic plan? Do you want your Council to have one?

Lots of questions...you have the answers! HOOAH ☺

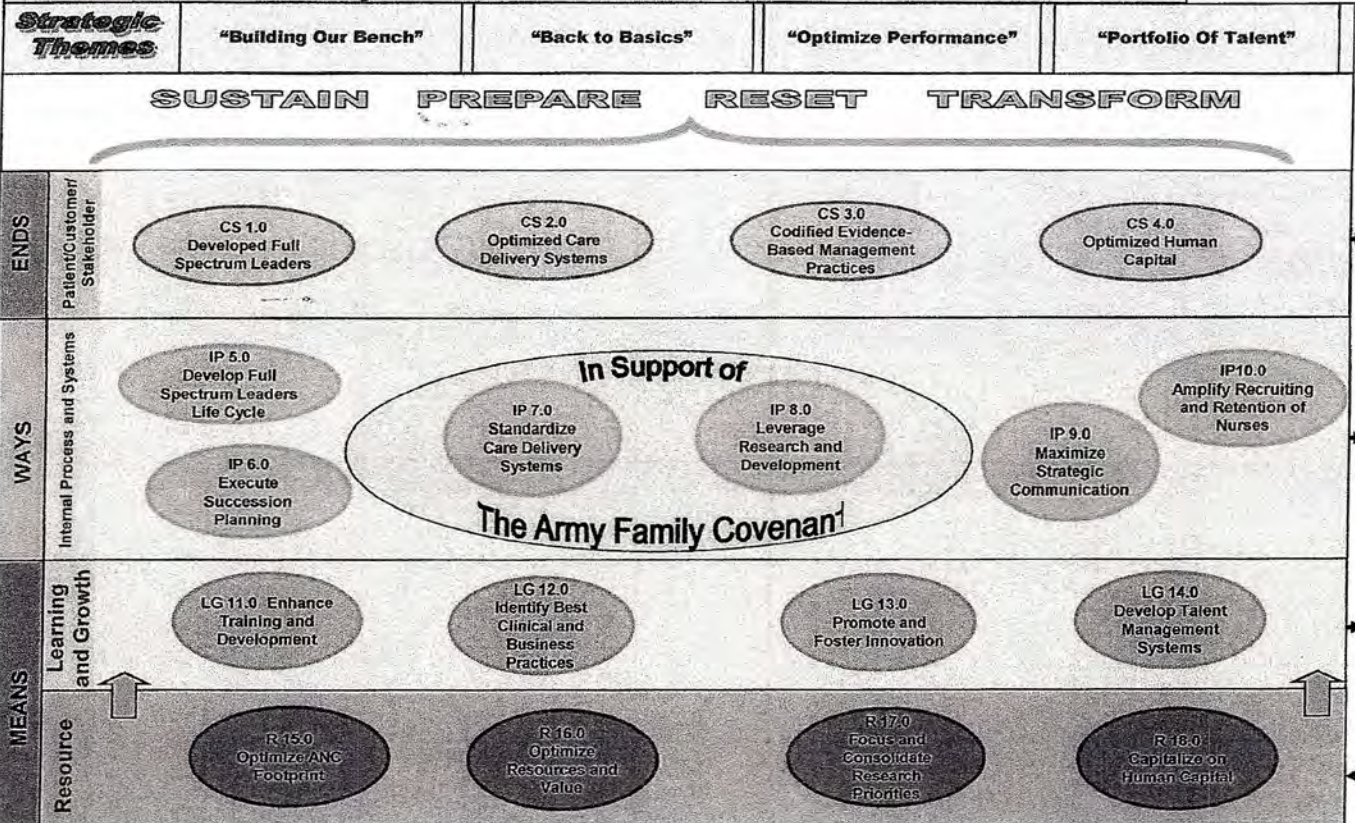
COL (Ret) Jeri Graham

ANC Balanced Scorecard

March 2010

Mission All actions and tasks must lead and work toward promoting the wellness of Warriors and their families, supporting the delivery of Warrior and family healthcare, and all those entrusted to our care and ultimately, positioning the Army Nurse Corps as a force multiplier for the future of military medicine.

Vision A professional corps that consistently achieves performance excellence, fosters innovation, builds knowledge and capabilities, and ensures organizational credibility and sustainability.



Feedback Adjusts Resourcing Decisions

This is a dynamic, living document