



North Carolina Council of Chapters  
Quarterly Meeting

25-26 Jan 2013, MCAS Cherry Point, NC

Membership Report for the NCCOC

2013 CHAPTER RECRUITING

Presented by COL (Ret) Jeri I. Graham, 1<sup>st</sup> VP

# Membership Report

## 2013 Chapter Recruiting

- Reporting on Chapter Recruiting 2013 should include feedback from ALL Officers and Chapter Presidents.
- Guidance starts from the MOAA top and is well communicated.
- Our Council and Chapter implementation is only as good as how we
  - Individually review all provided communication
  - Review and strategize at the Council level
  - Implement at the Chapter level
  - Monitor/Celebrate at both Chapter and Council level
  - Share successes through solid intra-council communications
  - Identify opportunities for improvement
  - PLAN, DO, CHECK, ACT

## 2013 Chapter Recruiting

### Where do we stand as of 26 Jan 2013?

- Top Down Guidance
  - Have you..
    - Read **Admiral Ryan's Message** in the December 2012 Issue of Military Officer?
    - Read Lee Lange's letter to Chapter Presidents on 24 December 2012 *Introduction to Chapter Recruiting 2013?*
    - Viewed the PowerPoint Slide Presentation in that message **2013 Chapter Recruiting Plan ?**
    - Viewed the PDF versions of the new recruiting brochures and application forms?
    - Read the **moaa.org CHAPTERS section on Chapter Recruiting?**

## 2013 Chapter Recruiting More Reviewing

- Have you shared this information with your chapter officers, board?
- Have you prepared information for your newsletter/websites/meeting agenda's?
- Drilling down to implementation of **6 Steps to Success (see slide presentation attachment to Lee Lange's message)**
- **Step 1 – Chapter Roster Updates**
- **Step 2 – Review Chapter Recruiting Materials posted 4 Jan.**
  - **Dispose of Give Me Ten materials**

## 2013 Chapter Recruiting Six Steps to Success

- Step 3 - Plan Chapter member recruiting effort for 2013
- Step 4 – Review and place chapter ad(s) in local newspapers.
- Step 5 – Review Potentials List coming out 15 Feb. And decide how to work the list.
- Step 6 – Report new chapter members via online form – monthly reports posted to web.

## 2013 Chapter Recruiting - Implementation Plan

- We've been measuring how we do our business in membership. Please complete the attached form and return to Jeri via email
- [jjgrahamusa@gmail.com](mailto:jjgrahamusa@gmail.com) or
- Fax 910 253 1207 (please call first)
- Mobile : 910.616.3487
- Let me know of your questions, comments, concerns! Thank you!