

North Carolina Council of Chapters  
Chapter President's Public Affairs and Communications  
TOP TEN<sup>1</sup>

10. Chapter **websites** are – should be – your “**Brand**”...a webpage serves as the BEST platform to get your message to both your members and potential new members,
9. Chapters should have an **e-Newsletter**...these provide you with the means to promote the most current and important news items for your chapters to members. As instructed in the MOAA National's [guidance](#) to chapters, using e-newsletters enables “*teasers*” or *brief descriptions of articles in your newsletter at the top of the e-mail body, after which readers then link to the full article, either at the bottom of the e-mail body, or via a link to your website.*”
8. Use multiple distribution e-mails judiciously...ALWAYS put address **distribution lists** in the “BCC,” or “Blind Carbon Copy” box when sending e-mails to more than a single addressee. Don't expose personal e-mail addresses by placing in the “To” box thereby creating a means for unwanted “Reply All” responses that are really only intended for the original author.
7. **Share** information from other Chapter or NC Council websites to expand the knowledge base of MOAA...both instructional guidance and “good news” stories that you publish in your newsletter or on your website can come from other resources by the use of hyperlinks. Be sure to always credit the source.
6. Include local news sources or community leaders in your e-Newsletter distribution lists...keep a separate “**Official Recipients**” mailing list to be added, when appropriate, to ensure they learn of your Chapters activities.
5. In the same manner, include other Chapter's **newsletter editors** in a separate mailing list to be added when sending out e-Newsletters.
4. Always provide a means to “**OPT-OUT**” of e-mails that are distributed to mass mailing lists...also, don't alienate the target audience with TOO MANY mailings. As also instructed in the MOAA National's [guidance](#) to chapters, “*send your e-newsletter only to people who request it...and allow readers the means to request they be removed from your distribution at the bottom of every issue.*”
3. Consult the [Public Relations Policy](#) on our North Carolina Council of Chapters website for guidance when needed.
2. Always Include the North Carolina Council of Chapters website address, [www.moaa-nc.org](http://www.moaa-nc.org) in your newsletter and as part of your signature block when sending e-mail messages. (*The same applies for your own name, title and contact telephone – home or cell – number. Don't make recipients have to hunt for means to get back in touch with you on important items.*)

And the #1 item for good communication from you, your chapter, or your website:

1. ALWAYS maintain current “[Officer Rosters](#)” via the national MOAA website and “[Chapter Officer Rosters](#)” on our North Carolina Council of Chapters website. The first is essential to ensure that MOAA National’s records on your organization’s leadership are up to date so as to keep your chapter in contact with potential new members, other MOAA Affiliates, and MOAA staff. The second requires a password to access and ensures that persons using the North Carolina Council of Chapters website can find the names and contact information for your Chapter’s leadership when trying to gather insight about your activities. When completed by the chapter President, the updated Chapter Officer Roster should be forwarded to the NCCOC [website manager](#).

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<sup>1</sup> Need help on ANY Top Ten item listed here? Contact the North Carolina Council of Chapters 1<sup>st</sup> VP responsible for Communications and Public Affairs, CAPT-Ret. Douglas Ehrhardt by clicking [here](#).