

Council & Chapter Affairs

**North Carolina
Council of Chapters
August 18th, 2016**



Council & Chapters

Operational “Snap Shot”

- 34 councils - 409 chapters – 16 satellites
 - 2 new chapters/4 new satellites (2015)
 - Recruited 1331 new chapter members (1 Aug)
 - First virtual/web based Affiliate - April 2016
 - 276 - chapter membership roster submissions
 - 279 - Electronic Funds Transfer (EFT) accounts
 - 390 - Legislative chairs/ liaison
 - 122 - Communications Award Winners

2016 Chapter Recruiting

Incentives

- New Chapter Member (must be reported and qualified)
 - \$10 incentive; must be national MOAA member
- Retain Voucher program
 - \$15 (PREMIUM)/\$30 (LIFE) to cover chapter dues (must be; new national and new chapter members)
- Retention
 - 95% retention from previous year roster; \$250 incentive
- Chapter Membership Roster Submission
 - \$50 (Jan 15), \$25 (Jan 16-31); must identify legislative officer position (payout via EFT)
- USAA sponsorship funds
 - \$800 council/\$300 chapter; annual request to support a community service project



2016 Chapter Recruiting Tools

- Online training webinars and videos
 - Series of chapter management training tools
 - Recent: Designated Scholarships & MOAA Publications
 - Upcoming: Virtual/Web-based chapter affiliates (Aug)
- Online chapter member dues renewal
 - Over 35 chapters actively participate
 - Disbursed over \$10,250 year to date (\$12K all of 2015)
 - Enhanced for multi-tiered dues/scholarship donations
- Supported over 30 chapters with electronic recruiting support messages

Program Updates

- Striving for continuous improvement
 - New Membership Model (2013)
 - Chapter Recruiting Program (2013)
 - Aspirational Goal (2014)
 - Refined Levels of Excellence Criteria (2014)
 - New MOAA logo (2015)
 - New Policies and Procedures Guide (2015)
 - Website Design (2015)
 - Refined Communications Awards (2016)

 - New President Jan 2016
 - Program Review – Scalability (2016)
- The key to success - your leadership and support



Membership Model

Membership level determines what products or services a member receives.

Moving away from providing products and services to everyone regardless of what member paid.



LIFE MEMBERSHIP

MOAA'S BEST VALUE

BENEFITS OF LIFE MEMBERSHIP.

LIFE Membership offers the greatest value to officers in any stage of life and career. Those who sign up for LIFE Membership receive all of MOAA's PREMIUM benefits—plus more—for life. Additional LIFE benefits include an invitation to the Army Navy Club of Washington, D.C., with no initiation fee, bonus travel rewards and discounts, and direct access to MOAA staff experts on the dedicated LIFE Member Hotline. Additionally, once MOAA members sign up for LIFE, benefits will be made available to their spouses for their lives as well.



PREMIUM MEMBERSHIP

FULL ACCESS
TO MOAA BENEFITS

BENEFITS OF PREMIUM MEMBERSHIP.

PREMIUM Membership allows officers to take advantage of everything MOAA has to offer. Members who join gain access to an extensive suite of tools and resources, including:

- Expert one-on-one consultations for your pay and benefits
- Career transition resources like personalized résumé and LinkedIn critiques
- Financial planning and investment tools
- Scholarships, interest-free loans, and grants for dependents
- 12 issues of *Military Officer* magazine
- Retail and travel discounts
- Support of MOAA's ongoing advocacy efforts



BASIC MEMBERSHIP

AN INTRODUCTION
TO MOAA MEMBERSHIP

BENEFITS OF BASIC MEMBERSHIP.

BASIC Membership is free for all officers. With it comes retail and travel discounts, electronic access to MOAA news updates, and support of critical advocacy efforts to protect military benefits.



2016 Program Review

- Reviewed C&C programs for return on investment (ROI) and scalability
- Key tenets:
 - C&C programs must always link to and support MOAA Strategic Plan
 - C&C system will continuously evolve
 - C&C community presence is “priceless” – the face of MOAA
 - C&C system facilitates advocacy and membership
 - Flexibility in support of the new C&C system

Chapter Support Programs

- JROTC/ROTC Program Support (Medals/Certificates) – branding and community service program
 - JROTC/ROTC medals/certificate programs - future chapter support through MOAA store.
 - Gold bar program – less than 35% return rates – scalability? Changed for 2017.
- Online Tools
 - Online chapter membership dues collection tool – less than 10% chapter participation; increased utilization to keep viable?
 - Expand utilization of webinars; offers large-scale/low cost training capability
 - MOAA Connect – ceased funding June 2016

Chapter Support Programs (con't)

- Chapter Incentives – support recruiting efforts
 - Focus remains on recruiting and retaining chapter members
 - Must be national MOAA members
 - Annual awards category consolidation (from 10 to 6 categories)
- Affiliate Visits
 - Retain annual visit to council
 - Transition from 3 to 4 year chapter visit cycle

Signature Events

- Council Presidents Seminar – premier advocacy event
 - 2017 and beyond – principal travel only
- Chapter Symposium and Leaders' Workshop – key council/chapter leader training
 - Transition to a new Leaders Training model in 2017
 - Fri-Sat model
 - Up to 4 location per years; 3 invites per council/chapter; 2 tracks (chapter management/membership and advocacy)
- LOE/Annual Meeting Support – critical recognition opportunity
 - Chairman/LOE Award Dinner

Communications Platforms

- Military Officer Magazine (monthly/hard copy/electronic)
 - C&C column focused on national members
 - Educate, awareness and inspire them to join a chapter
- The Affiliate (monthly/electronic)
 - Targets chapter leaders with chapter management
- Council & Chapter Update (monthly/electronic)
 - All chapter members - general interest items
- Legislative Updates (weekly/electronic)
 - Provides members with advocacy info/action alerts

Closing Thoughts

- Questions we're asked -
 - How do I recruit Reserve/NG and Active Duty officers?
 - How do I get them to join our chapter?
- Questions we ask –
 - What is your chapter mission?
 - Do you have an elevator speech?
 - Do you practice/role play?
 - Do you have a recruiting budget line?
- My take – It's all personal

“WE’RE MILITARY.
WE LOOK OUT FOR
EACH OTHER. AND AS
A MEMBER OF MOAA,
IT’S GOOD TO KNOW
THAT SOMEBODY’S
GOT MY BACK.”

– Cmdr. Edward Banek,
USN (Ret)
MOAA LIFE Member

