

Council & Chapter Affairs Leaders Roundtable

Marketing Programs

Thursday, April 20, 2023
7PM (EDT)



Agenda

- Council and Chapter Program Updates
- Training Dates
- MOAA Marketing Update
 - Chief Master Sgt. Mark Stevenson, USAF (Ret), Senior Director, Business Development/ Products and Services
 - Brittni Rhoads, Senior Manager (Business Development)
- Q&A and open discussion among leaders

Admin Remarks

- Roundtable will be recorded and posted.
- Stay on mute unless you are speaking.
- Use your “electronic hand” or chat box for questions or comments. You will be called on in order.
- In the interest of everyone’s time and interest, please keep comments on topic.



Program Updates

- New membership database implementation delayed
- Harris Communications Awards
- Levels of Excellence Awards
- MOAA Foundation Community Outreach Grants
- Council President Seminar Planning
- Surviving Spouse Liaison Excellence Award and Strobridge Legislative Awards

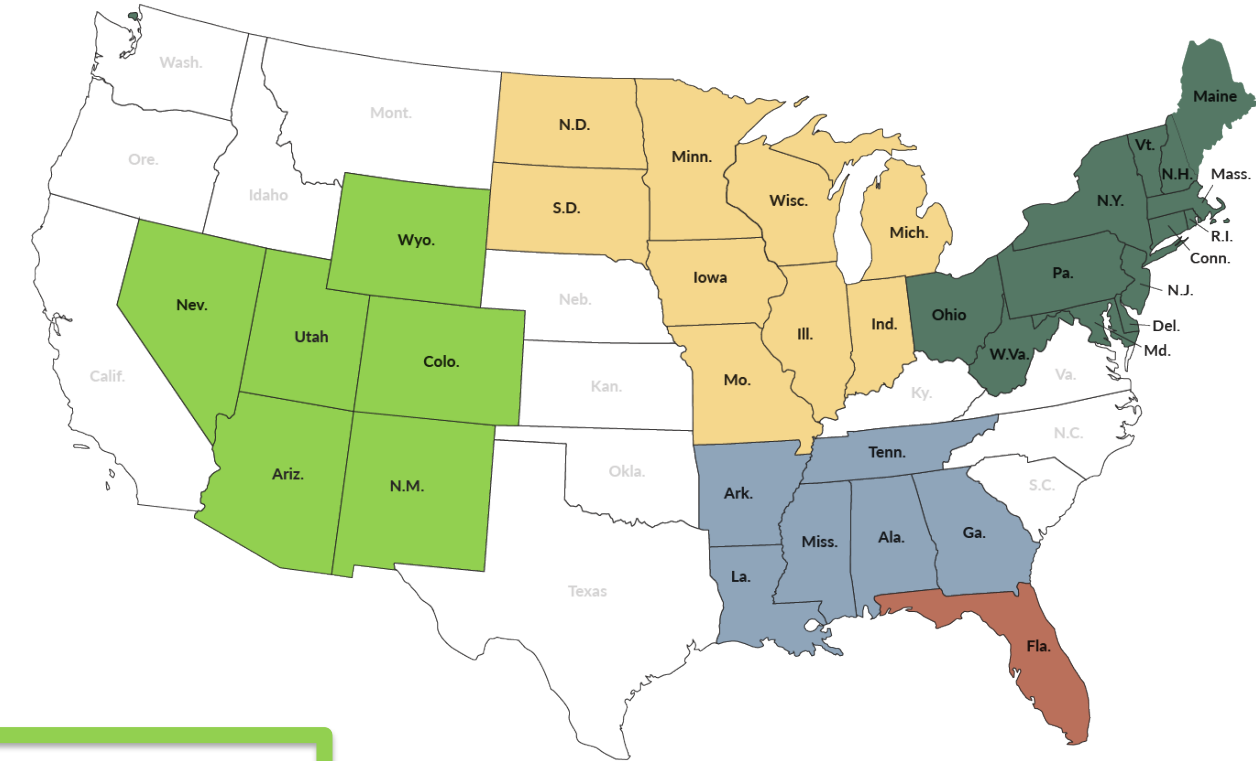
2023 Leader Training Workshops

Leadership Seminar
Orlando, FL
January 6-7
FL, Other C&C by invitation

Mid-South
Birmingham, AL
February 24-25
AL, AR, GA, LA, MS, TN

North-East
Providence, RI
June 2-3
CT, DE, MA, MD, ME, NH,
NJ, NY, OH, PA, RI, VT,

North-Central
Minneapolis or Milwaukee
Sep 15-16
IA, IL, IN, MI, MN, MO, ND,
SD, WI



West
TBD
November 17-18
AZ, CO, NM, NV, UT, WY



2023 Roundtable Schedule

January 26 Generational Recruiting	February 23 Chapter Communications	March 30 Advocacy	April 20 Marketing Programs
May 25 Awards	June 29 TBD	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

Marketing (Products & Services)



PARTNER UPDATE

- The MOAA Store
- Everplans **(NEW)**
- R. Riveter **(NEW)**
- EA+ Benefit & Price

The MOAA Store

Councils & Chapters Items

- Under the Councils & Chapters section, you will find ROTC/JROTC medals, various certificates, gold bar kits and more!
- Customizable items are available such as tablecloths, flags, drinkware, and more.

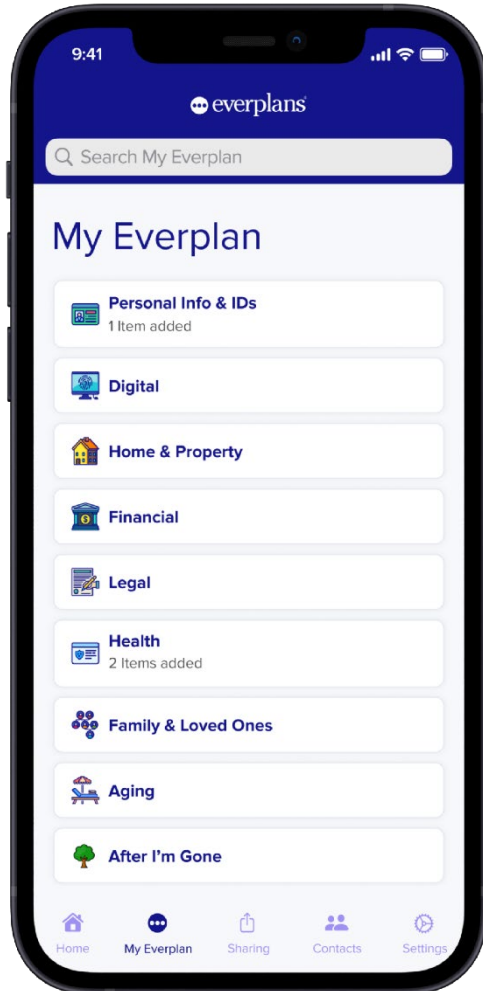


In addition to the C&C section, many new inventory items have been added to the store! Please visit www.moaa.org/store to browse all available items!

Everplans

www.moaa.org/everplans

A digital estate planning tool designed to securely organize & store your vital information.



- **Secure Storage:** Data is encrypted and protected using leading privacy and security technology.
- **Guidance:** A step-by-step interface guides users
- **Sharing:** Members can safely share their plan with “Deputies”

Member Offerings:

- LIFE: Complimentary 1-Year Everplans Premium (60% off subsequent years)
- PREMIUM: 40% off Everplans Premium
- BASIC: 30% off Everplans Premium

Everplans Premium - \$75/year (retail)

BUSINESS SENSITIVE - PLEASE DO NOT
DISTRIBUTE



R. Riveter

www.moaa.org/riveter

R. Riveter was founded on the American ideal that opportunity and innovation, when combined with determination, will create positive impact.

They provide mobile, flexible income to military spouses as they move across the country in support of their servicemember.

Co-founders Lisa Bradley and Cameron Cruse appeared on Shark Tank in 2016, where they accepted an offer from Mark Cuban.

Member Offerings:

- LIFE: 20% off, including limited edition and Heirloom collections
- PREMIUM: 20% off, excluding limited edition and Heirloom collections



Emergency Assistance Plus® (EA+®)

We know the value of planning for the unexpected.

No matter what emergency may strike, we'll always have your back.

Emergency Assistance Plus® (EA+®)

EA+® HELPS YOU TRAVEL CONFIDENTLY

- Emergency medical evacuation if hospitalized
- Nurse Escort (medically necessary)
- Airline ticket to bring loved ones by your side
- Tickets home for up to 3 travel companions
- Vehicle return if you are unable to drive home
- Pet Care
- Hotel/Emergency cash (against valid credit card)



BUSINESS SENSITIVE - PLEASE DO
NOT DISTRIBUTE

Chapter Revenue Opportunities



MOAA Vacations Council & Chapter Program

Mention your Chapter affiliation while booking and your Chapter will receive a 1% commission on your booking. Join us on an upcoming signature cruise, or group, or book your own trip with MOAA Vacations!

2024 SIGNATURE CRUISES



Paris & Normandy

80th Anniversary of D-Day

June 2-9 - *SOLD OUT* | June 9-16 - *LIMITED SPACE*



Venice & the Jewels of Veneto

River Cruise

September 8-15



European Holiday Markets River Cruise

December 9-16

Visit: www.moaa.org/moaavacations for more information.



Council & Chapter Programs 2022

Council & Chapter Advertising

- January 1 – May 31
- Promotes MOAA Insurance Plans
- One-time annual payment of \$100
- 2023: 45 participating

Chapter Liability Program

- Liability Insurance
- Covers lawsuits resulting from bodily injury/property damage at sponsored activities

Standing with you at every stage.

MOAA INSURANCE PLANS

MOAA Insurance Plans Advertising Program for Councils and Chapters.

MOAA Insurance Plans is continuing the advertising program for MOAA Councils and Chapters. A digital and print ready advertisement promoting MOAA Insurance Plans is available by request.

If a Council or Chapter would like a publication, they will be provided a

What you need to know.

Limited-Time offer: If you would like to be in this program, MOAA Insurance Plans will only accept advertising requests from January through May 31, 2022. We ask all Councils and Chapters to contact us by the end of the period, even if you may not publish the advertisement until after the period.

How to enroll: Enrolling in the MOAA Insurance Plans advertising program is easy.

1. Send an email request to Michele Armentrout at armentrout@amba.info or AMBA Administrator, MOAA's Insurance Administrator, by May 31, 2022. Please include your contact information and a completed W-9 form for your Council or Chapter in the subject line.
2. Include your contact information and a completed W-9 form for your Council or Chapter in the subject line.
3. We will start processing your request upon receipt of your email.

Start at

AMBA
ASSOCIATION OF MILITARY OFFICERS

MOAA
INSURANCE PLANS

MOAA CLUB AND CHAPTER LIABILITY INSURANCE PLAN

Protect your organization's resources against a costly lawsuit!

ONE PLAN – COMPLETE PROTECTION

This plan provides extensive coverage for lawsuits resulting from bodily injury and property damage at chapter or club-sponsored activities. This includes concession stands, dances, banquets, parties, auctions, rallies, picnics and meetings, to name just a few. Coverage would also apply for official club or chapter participation, for instance, participating in a community-sponsored event.

If your club or chapter typically rents space when it needs to gather for a meeting or special event, you've probably discovered that the owner of the property requires you to purchase a "special event" insurance policy that is typically very expensive to buy or does not protect you fully for the event you've planned.

With the Club and Chapter Liability Insurance plan you don't have to deal with this disappointing aspect of planning. This plan provides you with the insurance coverage you need to hold your event — you don't have to apply for a separate policy every time you are in the midst of organizing. This plan is with you throughout the year!

\$1 MILLION OF LIABILITY PROTECTION AT AFFORDABLE RATES

The Club and Chapter Liability Insurance policy provides up to \$1 million in coverage for each occurrence and up to \$2 million in aggregate coverage each year.

Each club or chapter interested in this liability insurance can receive a no-obligation premium quotation. Since each club or chapter is different in its activities, premiums are determined on an individual basis. However, since this plan is available to all clubs and chapters, each club and chapter has the advantage of group buying power and all premiums are kept to a minimum.

Who it's for:

- Inured clubs and chapters
- Officers and members acting on behalf of the club or chapter

What you get:

- Up to \$1 million of liability protection at affordable rates
- Coverage for bodily injury or property damage which occurs on premises or as a result of club or chapter activities

This program is offered through MOAA Insurance Plans, a subsidiary of AMBA Insurance Services, Inc. ©2022 MOAA. All rights reserved.

AMBA



AMBA Acquires Mercer

- January 13, 2022 (effective Apr '22)
- All Mercer's military associations business
 - Clients
 - Contracts
 - Technologies/platforms
 - Support staff and association leadership
- Communication to members (email/direct bills/letter)
- No changes to insurance products & services
- Strategic leadership meeting (Sep '22)
- CEO meeting March 2023



Questions?





Thank you!

