

Council & Chapter Affairs

Chapter Roundtable
October 25, 2016



Council & Chapters Operational “Snap Shot”

- 34 councils - 409 chapters – 16 satellites
 - 2 new chapters/4 new satellites (2015)
 - Recruited 2000 new chapter members (14 Oct)
 - 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

- Reminder – linked to national MOAA membership
- 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
- USAA sponsorship funds – 107 requests (over \$38K)
 - \$800 council/\$300 chapter; annual request to support a community service project
 - MOAA/USAA co-branded totes, notebooks and pens



2017 Chapter Recruiting Incentives

- Chapter Recruiting – no \$\$ incentive changes
 - Council Qtly competition- now 40 qualified members to receive incentive
- Retention incentive – no \$\$ changes
- Roster incentive – link with legislative chair/liaison and EFT enrollment
 - \$50 (1-15 Jan) and \$25 (16-31 Jan)
- Maintain \$750 flat rate new chapter development incentives

2017 Council & Chapter Leaders Workshop Model

- **New Model**
 - Chapter Management and Legislative sessions
 - Shorter 1.5 day workshops
 - 3-4 times a year
- **Locations**
 - Jan 28-29 ICW FLA C&C Leadership Workshop
 - May- Northeast region(Atlantic City)
 - Sep- Midwest region (TBD)
 - 2018 locations (TBD)

Leadership Training Timeline

- Friday : Reception and Dinner
 - Welcome by C&C Committee Member
 - President's Remarks (MOAA Update)

- Saturday: Leaders Workshops
 - Breakfast
 - Chapter Management breakout group
 - Legislative chair breakout group
 - Open Discussion
 - Adjourn after lunch

2017 ROTC/JROTC Medal and Gold Bar Program Update

- **MOAA National is pleased to offer both ROTC/JROTC medal and Gold Bar Programs**
 - Beginning in Jan 2017, the programs will no longer be funded by MOAA National; nor will any GB recruiting incentives be offered
 - Councils and chapters may continue with the program to build MOAA branding/awareness in their local community

- **Chapters can purchase ROTC medals and Gold Bars through MOAA site --Target Marketing (TMG) vendor**
 - C&C website will have direct link to Medal/Gold Bar site
 - Items will be sold “ a la carte” vice as kits to provide flexibility to buyers (Amazon- like shopping-- add items to cart; Checkout)
 - Both ROTC and Gold Bar Certificates will be free of charge in 2017 and available in PDF form in 2018

2017 ROTC/JROTC Medal and Gold Bar Program

Items Available at MOAA Store

➤ ROTC /JROTC Items:

- ROTC/JROTC Medal w/ box
- Medal with poly bag (plastic bag)
- ROTC/JROTC Certificate no cost to chapter/2018 avail as PDF)
- Certificate Holder

➤ Gold Bar Items :

- Gold Bars
- Gold Bar Envelope and Card
- Certificate (no cost to chapters)
- Certificate Holder
- Velcro rank insignia for wear on combat uniform (Army only)
- Gold Bar Enrollment Card (no cost to chapter/ 2018 avail as PDF)



2017 ROTC/JROTC Medal and Gold Bar Program

➤ Ongoing Actions:

- Updating MOAA C&C website with direct link to MOAA Store
- Developing MOAA Landing page prototype for TMG site
- Expected submission date: NLT 28 Oct
- Ample stock available on all items at TMG to cover 2017 requirements

➤ Way Ahead:

- TMG creates ROTC/Gold Bar sites
- TMG site Open for Business- anticipated 15 Nov
- Update chapters in Dec Affiliate and C&C Update

Questions?