

Chapter Management

August 13, 2025



Affiliated Councils & Chapters Areas of Focus

Council & Chapter Health and Effectiveness:

- Leadership
- Membership
- Advocacy
- Community Outreach

State of Councils and Chapters

- Current numbers:
 - 32 councils
 - 322 geographic chapters (down 23 from last report)
 - 7 virtual chapters
 - 10 satellite chapters
 - 60 chapters are classified “ailing”
- Why are we losing chapters?
 - Lack of leadership
 - Stagnant or declining membership
 - Aging demographic

Health V. Effectiveness

A healthy chapter is an organization that is able to sustain itself over time.

An effective chapter is one that positively impacts MOAA's mission.

Effective Councils

- Represent the consensus of member chapters
- Mentor chapter leaders
- Provide a forum for exchange of ideas
- Lead and coordinate state legislative matters in interest of the military and veteran community
- Support MOAA's legislative and other priorities
- Visit chapters, participate in virtual meetings
- Help monitor and maintain healthy affiliate system of chapters

Effective Chapters

- Have a clearly stated chapter purpose/mission statement
- Focus on leadership pipeline and best practices
- Impact legislation through advocacy and engagement
- Engage in impactful community service
- Promote membership growth through recruitment and retention

Understanding At-Risk Affiliates

- What are the challenges?
- Is the council involved?
- What resources can we share?
- Can we connect the chapter to a mentor?
- Can we help support revitalization efforts?
- Is closure imminent? If so, what are the next steps?
- How can we ensure members stay connected?

Way Forward

- Council/chapter input on state chapter health is critical
- Concurrently contacting “dormant” chapters for status
- Bring resources to bear for ailing chapters
 - Email blasts, postcard mailing, membership drives, speakers
 - Leveraging and facilitating privacy policy change/new prospects
 - Council and Chapter Visit Program
- ACC is hosting a mentoring roundtable in September

What is something you've learned along the way in your MOAA leadership role that you wish you had known sooner?

Addressing Challenges

1. Stagnant or declining membership
 2. Aging demographic
 3. Lack of leadership
- Membership recruitment
 - Engaging younger members
 - Succession planning

Where/how have you had success recruiting new members?

What types of opportunities do you provide younger members to engage with the community?

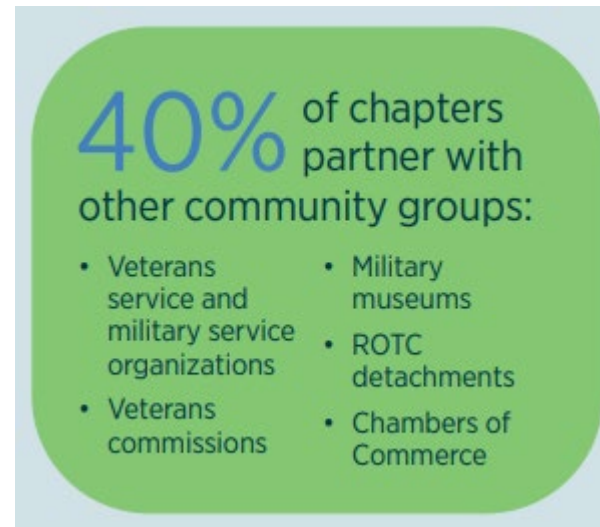
Skip's Tips

- Get to know any civilian county VSOs in your catchment area. Share chapter info: copies of newsletter or other membership materials, upcoming events, etc. Ensure the VSO knows of the MOAA Foundation crisis relief program, interest-free education grants and loans, MOAA transition webinars, etc.
- If there are county or area-wide events, offer to sponsor a portion, like providing water or dessert. See if the chapter can set up a table.
- Develop relationships with Commanders , XO's, and Senior NCOS and share these resources. In addition to supporting JROTC and ROTC award programs, make sure they're also aware.
- Do the same for Family Readiness Groups, especially if they have an off-post/out of the Reserve Center/Armory. Offer to sponsor some part of the event.

Skip's Tips

- Host an information table at job fairs, especially veterans job fairs.
- Sponsor a table at a local farmer's market.
- When advocating with elected officials mention the MOAA Foundation grant programs that demonstrate that while “MOAA is an organization of officers, it is not an organization just FOR officers.”
- Councils can establish a recruiting budget line from which chapters can get at least partial reimbursement for incurred expenses. In NYS, they provide up to \$125.
- Council leaders can offer to accompany chapters as they do the above things.

Images from Oct Issue of MOM – Survey Results



Partnership Opportunities in 2025

- Our Community Salutes
 - Enlistee recognition ceremonies held by local communities across the country. Fifty locations in 2025. www.ourcommunitysalutes.org/
- Military Order of the World Wars
 - The Military Order of the World Wars (MOWW) is a patriotic, nonpartisan, Veterans Service Organization (VSO) dedicated to promoting patriotism, civic responsibility, public service, and leadership in our nation's communities. moww.org/about-moww/

What has worked to help identify and prepare new leaders?

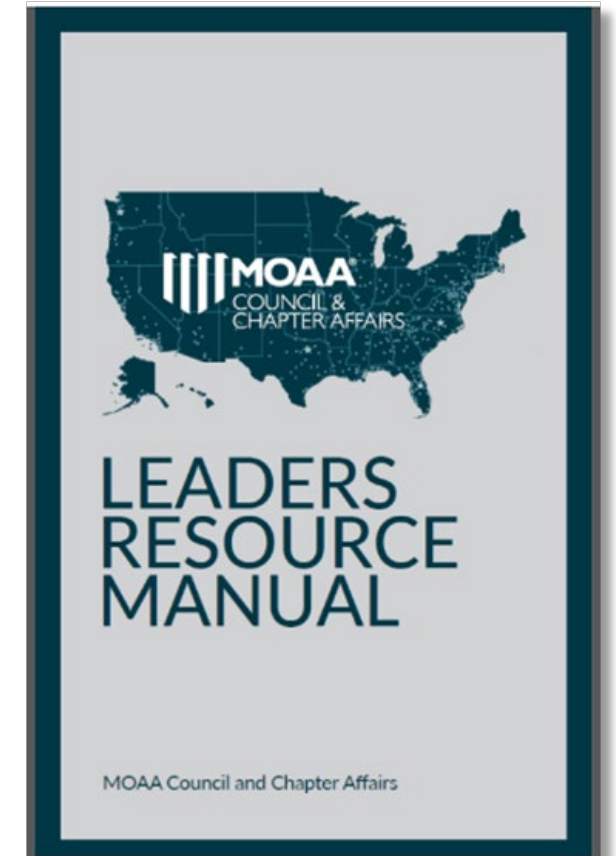
Leadership Succession

- Consider most critical needs first
- Create job descriptions
- Establish a deep bench
- Don't wait
- Loop folks into smaller roles
- Include surviving spouses and spouses
- Create a chapters operations handbook
- Regularly recognize volunteers with awards program
- ASK

Tools for Leaders

Tools for Leaders

- MOAA Council & Chapter Leaders Resource Manual
- Council and Chapter Policies and Procedures Guide
- MOAA Recruitment Guide
- MOAA website
- Videos, publications
- Monthly Leaders Roundtables
- Leaders Workshops
- All Presidents messages



Tools for Leaders

- Electronic support messages, postcards
- Community Sponsorship Grants; council stipends
- White label newsletter
- MOAA web presence
- MOAA store: chapter gear, discounted medals
- Retiree Appreciation Day kits
- New technologies: chapter dues payment portal, awards
- MOAA Photo Galleries: moaa.photoshelter.com
- New “Why Join MOAA” one-pager

WHY JOIN?



As champions of the uniformed services community, MOAA is dedicated to protecting your hard-earned benefits while providing the resources, programs, content, and other support to make an active, impactful difference in your life and the lives of your family.

Our identity is defined by getting results on Capitol Hill, and we invite all members to join us in this critical fight. By becoming a dues-paying MOAA member, you will help fuel our ongoing advocacy efforts on your behalf.

For state and local issues, MOAA chapters lead the way. Find camaraderie with a purpose by joining your local chapter. Scan the QR code for more information or reach out to your local chapter.



A LEGACY OF ADVOCACY SUCCESS

Worked to establish TRICARE For Life in 2001 and to defeat multiple enrollment fee proposals since

Championed a historic pay raise for junior enlisted servicemembers in 2024

Celebrated passage of the Dole Act to provide needed support to veterans and caregivers in 2024

Other legislative wins we have played a critical role in accomplishing over the years —further demonstrating why MOAA has been named a Top Lobbyist by *The Hill* 18 years in a row:

- Modernized the GI bill for the 21st century
- Expanded benefits for veterans harmed by burn pits through the PACT Act
- Repealed the SBP-DIC Offset ("Widows' Tax")
- Enhanced protections for families residing in military housing
- Secured back pay for federal recognition of promotions
- Defeated the 'COLA minus 1 Percent' reduction in retired pay
- Halted military treatment facility downsizing
- Boosted compensation significantly for retirees with 50% VA disability or greater

STAY INFORMED ON LEGISLATIVE ISSUES AND MORE

Legislative Action Center

Our Legislative Action Center empowers you to engage with your lawmakers on issues impacting the uniformed services and veteran communities. Learn more at moaa.quorum.org.

MOAA Newsletter & Military Officer Magazine

MOAA offers a weekly e-newsletter with updates on legislation, benefits, finance, and more, plus a monthly magazine featuring in-depth coverage of military life and policy issues.

CONTACT YOUR LOCAL CHAPTER:

[Chapter Name]

[Chapter Lead Name]

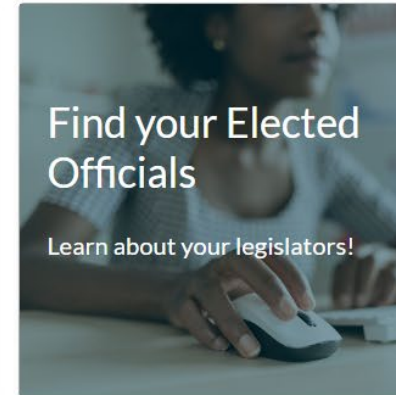
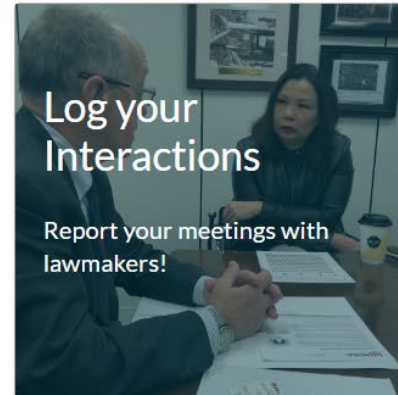
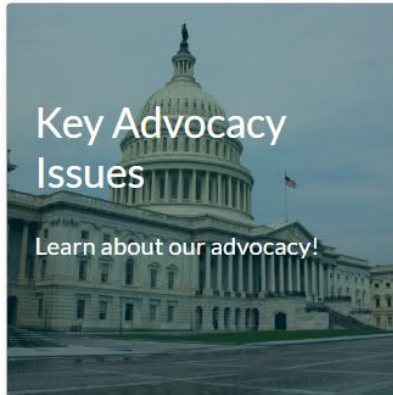
[Chapter website]

[Chapter Lead contact info]



MOAA State Legislative Exchange Network

- Quarterly meetings
- Next meeting: TBD
- Contact:
 - Don Wolfinger: don17609@yahoo.com
 - Shelly Kalkowski: shelly.kalkowski@ccoc-moaa.org
 - Harold Cooney: harold.cooney@gmail.com



Active Legislative Campaigns

Summer Advocacy in Action: Contact Your Lawmakers During August Recess

Members of Congress are home for their August recess – let them know about important provisions that should be included in the National Defense Authorization Act.

[Write](#)

Urge Your Elected Officials To Support Comprehensive VA Health Care

Legislative Action Center Data Overview: New York

As of April 15, 2025:

- **Total Registered Advocates:** 478 (130/27% from C&C Members)
- **Total Actions Taken:** 164 (93/57% from C&C Members)



Chapter Name	No. of Registrants	No. Of Actions Taken
NY00: New York State Council of Chapters	Less than 10	Less than 10
NY01: NYS Capital District Chapter of The MOAA	23	16
NY02: Central New York Chapter	13	Less than 10
NY06: Genesee Valley Chapter/MOAA	26	54
NY11: Mid-Hudson Chapter	11	Less than 10
NY15: Southern Tier Chapter	17	23
NY17: Military Officers Assoc. of Western New York	25	Less than 10
NY18: Lower Hudson Valley MOAA	Less than 10	Less than 10

Recognition

- **Individual Awards**
 - Outstanding Service Award
 - Leadership Award
 - Chairman's Award
 - 100th Birthday Certificates
- **Organizational Awards – Will open in December**
 - Levels of Excellence
 - Col Marvin J Harris Communications Awards
 - Col Steve Strobridge Legislative Chair/Liaison Award
 - Surviving Spouse Liaison Excellence Award

Thank you.



Display Guidance

- Separate streamers for LOE and Harris Communications Awards
- Single medallion at top
- Year pins lined up beneath
- New streamers have been sent out

