



2025 Annual Awards Criteria & Instructional Guide

This guide includes the following:

- **Annual Award Criteria:**
 - 1. Levels of Excellence (LOE)
 - 2. Communications Award (CA)
 - Print/e-Newsletter
 - Website
 - 3. Steve Strobebridge Legislative Liaison (SLL)
 - 4. Surviving Spouse Liaison (SSL)
- **Using the Awards Submission Portal**



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INTRODUCTION

Nominations will open: December 1, 2025

Nominations will close: January 31, 2026

Council and Chapter representatives, this guide was developed to help you navigate through the application process for our annual awards. The software platform you will use is called Survey Monkey Apply. Note that it is important to register and to then verify your email to receive notifications throughout the process. Final notifications on award status will be shared by mid-April.

Note that the Col Marvin J Harris Communications Award submission process is now split by category. You must apply separately for the print/e-newsletter and the website categories.

If you have questions or wish to provide feedback, please send it to chapters@moaa.org. Thank you for nominating your affiliate and/or the hard-working individuals in your councils and chapters!



GETTING STARTED

To get started, go to MOAA's Council and Chapter Annual Award Portal page and select the award(s) you'd like to submit.

The link is here: [MOAA's Council and Chapter Annual Awards Portal](#).

You may also find more information about the awards program on the MOAA website here: [MOAA - Council and Chapter Awards](#).

Annual MOAA Awards

MOAA National offers four major annual awards to its councils and chapters and their members. Applications and deadline information are available on this page. Click the links below to find out how to apply, how the award process works, and much more.

- [MOAA Levels of Excellence Awards](#)
- [Col. Marvin J. Harris Communications Awards](#)
- [Col. Steve Strobbridge Legislative Chair/Liaison Award](#)
- [Surviving Spouse Liaison Excellence Award](#)

Once you enter the portal, the MOAA Welcome page will have Register button in the upper right corner.

Log In

Register

Welcome to the new MOAA Annual Awards Portal!

We're excited to centralize the submission process for all four of MOAA's major annual awards: the MOAA Levels of Excellence Award, the Col. Marvin J. Harris Communications Award, Col. Steve Strobbridge Legislative Chair/Liaison Award, and the Surviving Spouse Liaison Excellence Award. You may find details about all of MOAA's awards on the MOAA website at [MOAA - Council and Chapter Awards](#).

All award applications and submissions must be submitted by council or chapter representatives through this portal by the deadline. To get started, please note the following two pages within this portal:

The **Programs** page allows you to view each award and initially access the application or nomination form. Once you have applied for an award, you'll need to select Programs to see other awards.

The **Applications** page will house all of your submissions. You'll be able to start an application and return to make edits until you have formally submitted it. Note you must click on the green **Submit** button to complete an application.

Submissions for awards will be accepted from December 9 through February 15. The review process will take place in March. Applicants will be notified in April of their award status.

Thank you for participating in this awards process. We are proud to recognize the good work of MOAA members!

Please contact chapters@moaa.org with questions and feedback.



After you select “Register,” you must fill in the necessary information to register your name, username and password credentials (see screenshot below). After completing these sections, be sure to select the box that indicates, “I’m not a robot.”

Please secure your password in case you need to go back and complete your award nomination(s) later.

Apply®
Register for an applicant account

Please be sure to verify your email account to receive updates on your application.

Register with

OR

First name Last name

Email

Password

Confirm password

By registering for an account, you agree to our [terms of service](#) and [privacy policy](#).

☐ I'm not a robot

reCAPTCHA

CREATE ACCOUNT

After you successfully create a new account, you will see this Welcome message appear. When you're ready, select, “Continue to Site.”

Apply®

Welcome!

You have successfully registered for a SurveyMonkey Apply account for MOAA Council and Chapter Annual Awards Portal

We've sent a confirmation link to your email. You won't be able to submit applications or complete certain tasks until your email address has been verified.

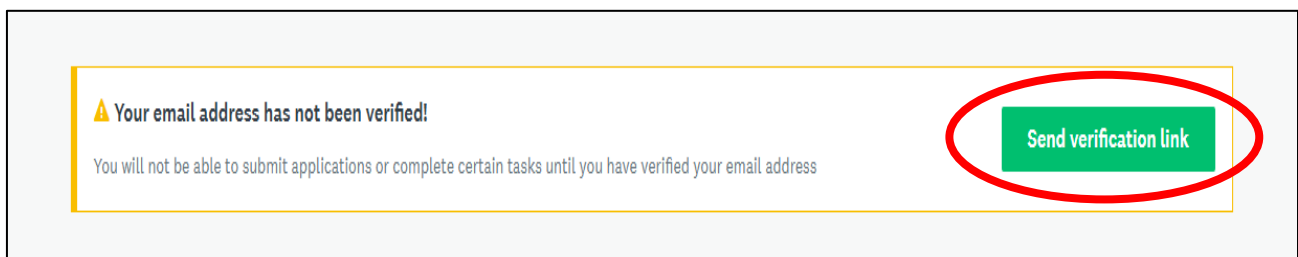
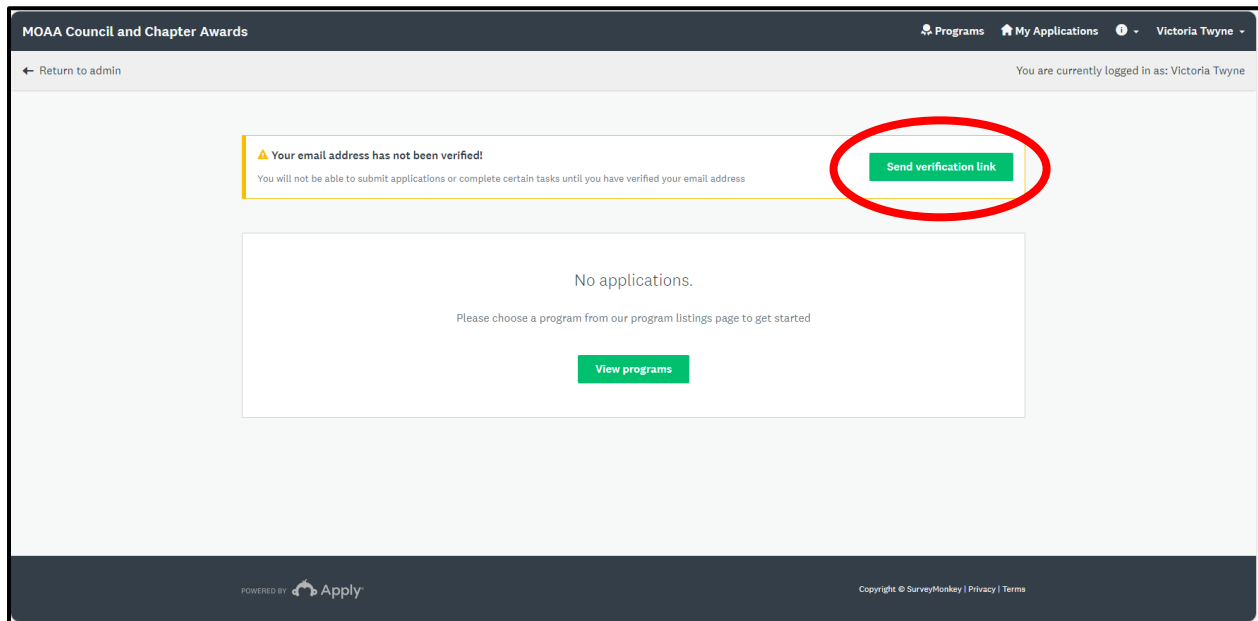
Continue to site

VERIFY YOUR EMAIL

After creating your username (email) and password, you will be taken to a screen asking you to verify your email address.

Be sure to verify your email by selecting the “Send Verification Link” before moving forward to start an award application.

After verifying your email, you will be taken back to the Award page where you can now select the application for nominating your council/chapter or an individual.





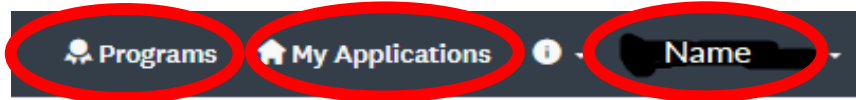
NAME YOUR APPLICATION

After making your Award selection, a screen will ask you to “Name your application.” Please use your council or chapter’s name or the nominee last name, if this is for the Strobridge or Surviving Spouse Liaison award. The name of your application is the title you will see when it’s listed in your award queue.

The screenshot shows the MOAA Council and Chapter Awards application interface. A modal dialog box titled "Name your application" is centered on the screen. The dialog has a close button (X) in the top right corner. Inside the dialog, there is a label "Last Name of Nominee" above a text input field. Below the input field, it says "75 characters maximum". At the bottom of the dialog are two buttons: "CANCEL" and "CREATE APPLICATION". The background is a blurred view of the application page, which includes a header with "MOAA Council and Chapter Awards", navigation links for "Programs", "My Applications", and a user profile for "Victoria Twyne". The main content area shows a section for "MOAA Surviving Spouse Liaison" with a description and a green "APPLY" button. To the right of the "APPLY" button, there is a table with application dates: "Opens Oct 29 2024 01:00 AM (EDT)" and "Deadline Feb 15 2025 11:59 PM (EST)". The footer of the page includes "POWERED BY Apply" and "Copyright © SurveyMonkey | Privacy | Terms".

YOUR PROGRAMS | YOUR APPLICATION | YOUR NAME

After you log in, you will see your name in the top bar. As an “applicant” you will see the following:



(1) Programs

- a. Programs will allow you to select the award you want to apply for (i.e. Harris Communications- Newsletter, Harris Communications- Website, Levels of Excellence, Steve Strobbridge Legislative, and Surviving Spouse Liaison Awards)

(2) My Applications

- a. My Applications will provide a list of any open or submitted applications. Once you have started an application, this will be the default home screen upon subsequent logins.

(3) Your Name

- a. Your name will be listed as an “applicant” in the upper right corner. When you start an award application, save it periodically. If you haven’t finished the application, you will see it listed as “See my application” to continue where you left off.



AWARD PROGRAMS

Programs

2025 Colonel Steve Strobbridge Legislativ...

Accepting applications from Oct 16 2025 01:00 AM (EDT) to Jan 31 2026 11:59 PM (EST)

This annual award recognizes an affiliate Legislative Chair or Liaison who has demonstrated superior service to their council/chapter and national MOAA in support of national and/or state legislation which affects servicemembers, veterans, retirees, and their families.

[MORE >](#)

2025 Levels of Excellence Award

Accepting applications from Oct 16 2025 01:00 AM (EDT) to Jan 31 2026 11:59 PM (EST)

LOE awards are MOAA's most prestigious affiliate awards, honoring councils and chapters for their efforts across the full scope of our association's mission.

[MORE >](#)

Website: 2025 MOAA Col Marvin J Harris ...

Accepting applications from Oct 16 2025 01:00 AM (EDT) to Jan 31 2026 11:59 PM (EST)

MOAA's annual program identifying councils and chapters that do an outstanding job communicating with their members.

[MORE >](#)

Newsletter: 2025 MOAA Col Marvin J Har...

Accepting applications from Oct 16 2025 01:00 AM (EDT) to Jan 31 2026 11:59 PM (EST)

MOAA's annual program identifying councils and chapters that do an outstanding job communicating with their members.

[MORE >](#)

2025 MOAA Surviving Spouse Liaison Exc...

Accepting applications from Oct 16 2025 01:00 AM (EDT) to Jan 31 2026 11:59 PM (EST)

Surviving Spouse Liaisons work at the council and chapter level to ensure fellow survivors remain connected to the military family and participate in local and national programs and advocacy efforts. This award honors their efforts.

[MORE >](#)


Access an application by clicking on the More button to read more about the award and to apply when the window for applications opens.

Note that once you start an application, you will return to the My Applications page upon subsequent log-ins. You may return to all awards by selecting Programs in the top tool bar.



PROGRAM STATUS

Each program will have the program name, open date, submission deadline, and allow the applicant to continue their application if it has been started but not yet submitted. This will allow you to complete your application at your own pace.

Programs				
			Search programs..	
Program	Open date	Deadline		
MOAA Marvin J Harris Communications Award	Oct 24 2024 01:00 AM (EDT)	Feb 15 2025 11:59 PM (EST)	2 Applications	MORE >
Levels of Excellence Award	Oct 28 2024 01:00 AM (EDT)	Feb 15 2025 11:59 PM (EST)	See my application	MORE >
Colonel Steve Strobbridge Legislative Chair/Liaison Award	Oct 29 2024 01:00 AM (EDT)	Feb 15 2025 11:59 PM (EST)	See my application	MORE >
MOAA Surviving Spouse Liaison Excellence Award	Oct 29 2024 01:00 AM (EDT)	Feb 15 2025 11:59 PM (EST)	See my application	MORE >
1 - 4 of 4 Programs				



STARTING AN APPLICATION

After selecting an award, you will be asked to provide your affiliate name and other information in a drop-down format.

In the section asking for your full name, please be sure to use the name listed in our MOAA database so that our staff can easily find you.

In this example, we will apply for the Surviving Spouse Liaison Award (SSLA):

MOAA Council and Chapter Awards

Programs My Applications Victoria Twyne

MOAA Surviving Spouse Liaison Excellence Award

Surviving Spouse Liaison Excellence Award

Surviving Spouse Liaisons work at the council and chapter level to ensure fellow survivors remain connected to the military family and participate in local and national programs and advocacy efforts. This award honors their efforts. Learn more about this position here.

APPLY

Opens
Oct 29 2024 01:00 AM (EDT)

Deadline
Feb 15 2025 11:59 PM (EST)

POWERED BY Apply

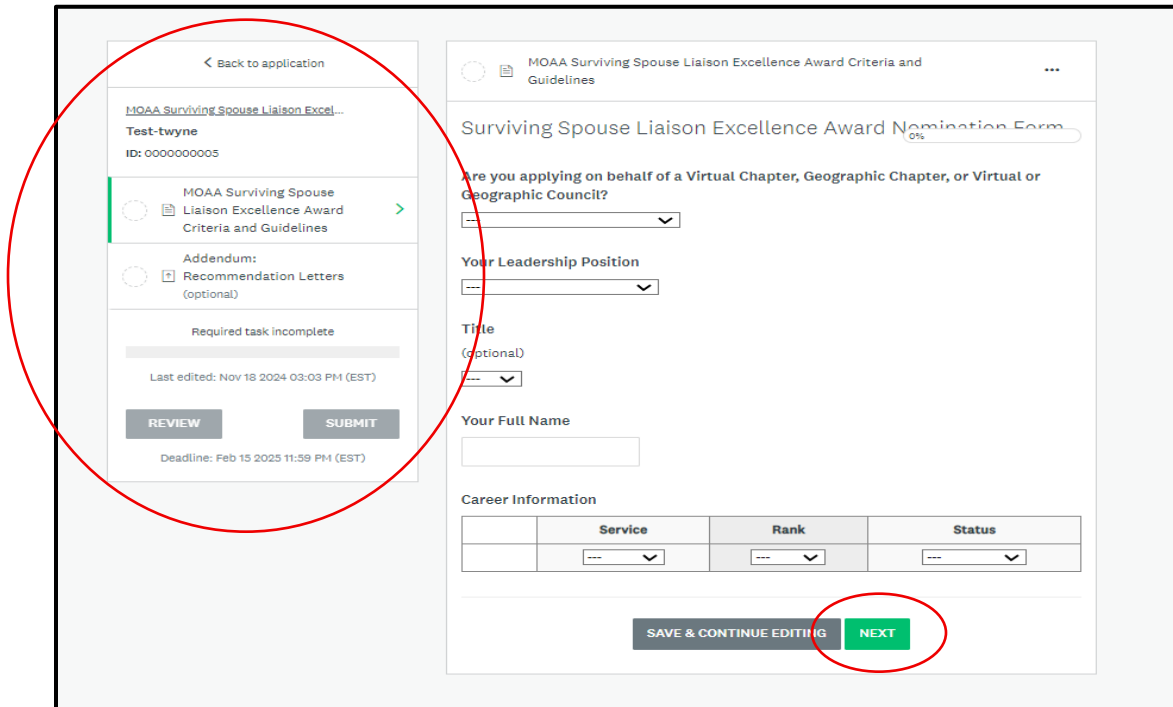
Copyright © SurveyMonkey | Privacy | Terms

Once you click on Apply, your application will open (see next page).

To Apply:

- Note that the application has a list of tasks on the left and the application form on the right.
- Each task (unless noted as optional) must be completed before you may submit.
- You must click on each task to open it.
- You must select the green button “Next” or “Mark as Complete” at the bottom right of the page for each of these tasks to move forward. A checkmark will appear upon completion of a task.
- NOTE: The Harris Communication Awards include a page of criteria for your review. You must scroll to the bottom of that page and select the green button “Mark as Complete” to move forward.
- Once all tasks are completed, select “Review” in the task list to make any final edits.
- After reviewing, please select “Submit” for your application to be processed.

EXAMPLE APPLICATION FOR SSL AWARD



MOAA Surviving Spouse Liaison Excellence Award Criteria and Guidelines

Surviving Spouse Liaison Excellence Award Nomination Form

Are you applying on behalf of a Virtual Chapter, Geographic Chapter, or Virtual or Geographic Council?

Your Leadership Position

Title (optional)

Your Full Name

Career Information

Service	Rank	Status

SAVE & CONTINUE EDITING NEXT


In the screenshot below, you can see the green checkmarks as tasks are completed. Once you have reviewed your application, you will select the green Submit button to complete your application. If you intend to attach an optional addendum, you must do so before hitting Submit.

[← Back to application](#)


MOAA Surviving Spouse Liaison Excel...

Test-twyne

ID: 0000000005



MOAA Surviving Spouse Liaison Excellence Award Criteria and Guidelines



Addendum: Recommendation Letters (optional)


Required task complete

Last edited: Nov 18 2024 03:10 PM (EST)

REVIEW

SUBMIT

Deadline: Feb 15 2025 11:59 PM (EST)



MOAA Surviving Spouse Liaison Excellence Award Criteria and Guidelines

Completed Nov 18 2024 03:10 PM (EST)

Surviving Spouse Liaison Excellence Award Nomination Form

Are you applying on behalf of a Virtual Chapter, Geographic Chapter, or Virtual or Geographic Council?

Geographic Chapter

What is your chapter name?

Captain Cook Chapter

Your Leadership Position

President

Title

(optional)

(No response)

Your Full Name

Victoria Twyne

(OPTIONAL) ADDENDUM

Each of the applications allow for an optional addendum that the applicant can attach. Do not click “Submit” until you have attached any desired addendums.

After attaching your addendum, confirm you have attached the appropriate file(s), then “Mark as Complete.”

[Back to application](#)

[MOAA Surviving Spouse Liaison Excel...](#)
Test-twyne
ID: 0000000005

MOAA Surviving Spouse
Liaison Excellence Award
Criteria and Guidelines

Addendum:
Recommendation Letters
(optional)

Required task complete

Last edited: Nov 18 2024 03:10 PM (EST)

REVIEW

SUBMIT

Deadline: Feb 15 2025 11:59 PM (EST)

Addendum: Recommendation Letters

Task instructions

[Hide](#)

Optional.

Highlight exemplary performance, noteworthy contributions, and any other unique activities or ideas – all for the benefit of the council, chapter and/or community. Please provide specific examples, outcomes, and statistics where applicable, using the criteria highlighted in Part 1 (to educate, encourage, and engage)

ATTACH FILE

[Show accepted formats](#)

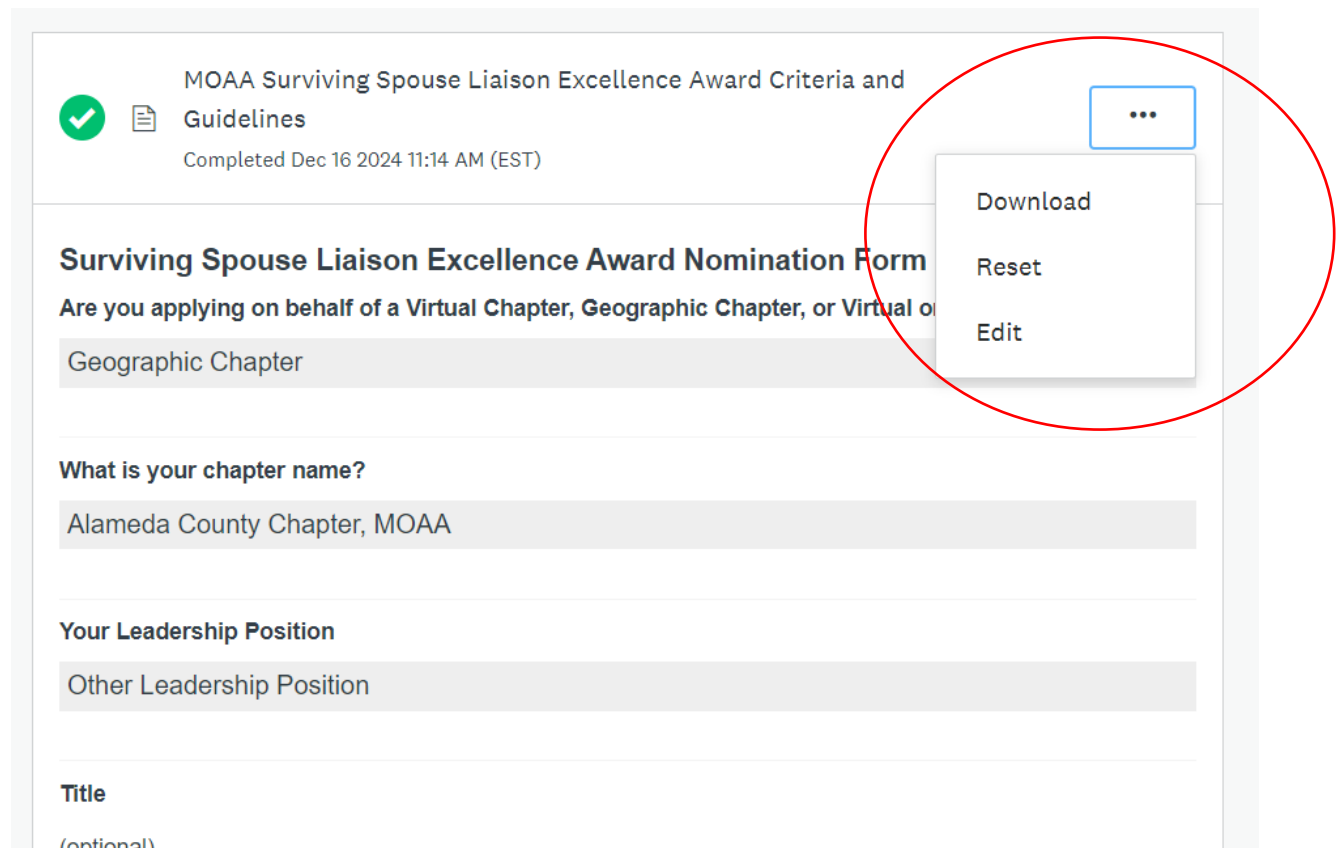
Maximum: 2

MARK AS COMPLETE

REVIEWING YOUR APPLICATION (MAKING EDITS/RESETTING/SAVING A COPY)

Once you “Mark as Complete” the final page of your application and/or addendum, you may review the application form prior to final submission.

To make edits to the form, reset it, or save a copy for your files (download), click on the 3 dots on the right at the top of the form:



MOAA Surviving Spouse Liaison Excellence Award Criteria and Guidelines
Completed Dec 16 2024 11:14 AM (EST)

Surviving Spouse Liaison Excellence Award Nomination Form
Are you applying on behalf of a Virtual Chapter, Geographic Chapter, or Virtual o
Geographic Chapter

What is your chapter name?
Alameda County Chapter, MOAA

Your Leadership Position
Other Leadership Position

Title
(optional)

SUBMITTING YOUR APPLICATION

Once you are satisfied with your application and have completed each task, you must select the Submit button on the left side of the screen to finish the application.

You should receive an email notification confirming when your application has been submitted.

[< Back to application](#)

MOAA Surviving Spouse Liaison Excel...
Joyce
ID: 0000000006

✓

MOAA Surviving Spouse Liaison Excellence Award Criteria and Guidelines

✓

↑ Addendum: Recommendation Letters (optional) >

Required task complete

Last edited: Dec 16 2024 11:21 AM (EST)

REVIEW

SUBMIT


Deadline: Feb 15 2025 11:59 PM (EST)

✓

↑ Addendum: R
Completed Dec 16

Optional.

Highlight exemplary perf
ideas – all for the benefit
examples, outcomes, an
educate, encourage, and

 **2024 MOAA A**
Filename: 2024_
2024

Maximum: 2



CRITERIA & ELIGIBILITY ON APPLYING FOR MOAA'S ANNUAL AWARDS

THE NEXT SECTION WILL INCLUDE CRITERIA AND ELIGIBILITY QUESTIONS

AS YOU APPLY FOR ANY OF THE FOUR AWARDS.

Each of the awards listed in this guide will provide information on the point system being used for each question/section, criteria on how applications are being scored by our judges and applying best practices when providing subjective responses.



MARVIN J. HARRIS COMMUNICATIONS AWARD - PRINT/E- NEWSLETTER

ELIGIBILITY: COUNCIL AND CHAPTER PRINT/E-NEWSLETTER
QUALIFYING QUESTIONS

To qualify to submit an award entry, your newsletter must meet the following criteria:

CRITERIA: CONFIRM THE FOLLOWING
1. The newsletter contains the MOAA logo with <u>registered</u> trademark ® (not TM).
2. The newsletter does not include partisan content.
3. The newsletter does not contain service logos.
4. The newsletter does not contain unauthorized copyrighted material.



MARVIN J. HARRIS COMMUNICATIONS AWARD - PRINT/E- NEWSLETTER

SECTION I: COUNCIL AND CHAPTER PRINT/E-NEWSLETTER CRITERIA

Section I - Self-scoring criteria

Note: You will be asked for a page number to confirm each of the following criteria within the newsletter you upload for confirmation purposes.

SECTION I CRITERIA
<p>1. Does the newsletter contain a statement indicating national MOAA and the affiliate are nonpartisan? (yes or no)</p> <p>Possible Pts: 10</p>
<p>2. Does the newsletter contain the web address or a link to MOAA's online Legislative Action Center: www.moaa.org/takeaction? (yes or no)</p> <p>Possible Pts: 10</p>
<p>3. Does the newsletter cover national, state, and/or local legislative issues? (Examples include exempting servicemembers' retired pay from state income tax, state legislative issues identified by the DoD State Liaison Office, etc.) (yes or no)</p> <p>Possible Pts: 10</p>
<p>4. Does the newsletter contain details about attending meetings or other activities and the location (in person or virtual)? (yes or no)</p> <p>Possible Pts: 5</p>
<p>5. Does the newsletter contain a membership application or information about how to join the chapter? (yes or no)</p> <p>Possible Pts: 5</p>
<p>6. Can chapter members receive the newsletter electronically? (yes or no)</p> <p>Possible Pts: 10</p>
<p>SECTION I TOTAL: 50</p>

MARVIN J. HARRIS COMMUNICATIONS AWARD PRINT/E- NEWSLETTER

SECTION II: JUDGES ASSESSMENT PRINT/E-NEWSLETTER

Section II – Judges Assessment

This section is informational only. A panel of judges will determine the scores based on the criteria below. Applicants will not self-score this section, but should use these best practices as guidance. Please select and submit an issue that best reflects the criteria below.

SECTION II CRITERIA
<p>1. Is the newsletter's design pleasing and easy to browse?</p> <p>Score 1-3: Mainly text, stock pictures, boxy design</p> <p>Score 4-7: A healthy mix of pictures and text. Score more for better pictures, use of other graphics (charts, images), effective layout</p> <p>Score 8-10: Effective title treatment, pictures are engaging, active, in focus and complement the text. Design is fluid and helps readability. Scoring at this level indicates best in class design.</p>
<p>2. Does the newsletter give the reader a good idea about the affiliate's activities and members? (Look for a mission statement, contact and leadership information, coverage of chapter activities, etc.)</p> <p>Score 1-3: Lacks mission statement, contact information, articles are more national or state based rather than about the chapter.</p> <p>Score 4-7: Includes stated mission or focus, how to contact the chapter and a list of leaders. A healthy portion of articles are about the chapter. Score more if chapter content is in the front portion of the newsletter, well-designed, and creative.</p> <p>Score 8-10: Really gives the flavor of the chapter. Shows personality of the chapter, how to get involved, who to contact, and the mission of the chapter. Scoring at this level indicates that by reading this, you would highly consider joining.</p>
<p>3. Does the newsletter cover a variety of topics (legislative issues, activities, veterans' benefits, local items of interest, etc.)?</p> <p>Score 1-3: Newsletter has limited topic variety in 1 or 2 categories.</p> <p>Score 4-7: Newsletter has a mix of topics, including news, chapter events, local items of interest, national topics. Topics in at least 3 categories. Score more for engaging content, a selection of news and interest stories.</p> <p>Score 8-10: Newsletter has regular sections/features that give the reader a wide variety of content that addresses their military needs as well as general or timely topics. Scoring at this level indicates that you would look forward to reading each issue.</p>



MARVIN J. HARRIS COMMUNICATIONS AWARD - PRINT/E- NEWSLETTER

4. Does the newsletter favorably represent national MOAA?

Score 1-3: No mention of MOAA or only passing mention(s) of MOAA.

Score 4-7: Noticeable and multiple mentions of MOAA accompanied by favorable language. Score more for more positive and supportive language or use of MOAA generated content.

Score 8-10: Clear connection between chapter and national in text and possibly through pictures/other graphics. Scoring at this level indicates close, clear ties between chapter and national. Clearly shows alignment.

5. Does the newsletter showcase the benefits of council or chapter membership?

Score 1-3: No to small mention of membership. Maybe only how to join.

Score 4-7: Visible and clear understanding of membership and the benefits of such. Score more for membership benefit call outs (ie, benefits corner) or stories about how membership benefited a member.

Score 8-10: It is clear that this newsletter comes from a membership organization. Membership benefits are prominent and clear. Might include contact information specifically about membership. Scoring at this level illustrates that the chapter is focused on building membership.

SECTION II POSSIBLE POINTS: 50

Print/E-Newsletter Upload

- You will be asked to attach one version of your 2025 newsletter. Be sure to select a newsletter that best reflects the criteria listed above.



MARVIN J. HARRIS COMMUNICATIONS AWARD - WEBSITE

ELIGIBILITY: WEBSITE QUALIFYING QUESTIONS

To qualify to submit an award entry, your website must meet the following criteria:

Criteria - Confirm the following:
1. The website contains the MOAA logo with <u>registered</u> trademark ® (not TM).
2. The website does not include partisan content.
3. The website does not contain service logos.
4. The website does not contain unauthorized copyrighted material.



MARVIN J. HARRIS COMMUNICATIONS AWARD - WEBSITE

SECTION I: SELF SCORING WEBSITE CRITERIA

Section I – Self-Scoring Criteria

Note: You will be asked for the URL to confirm each of the following criteria within the website you share for confirmation purposes.

Criteria
1. Does the website contain a statement that indicates national MOAA and the affiliate are nonpartisan? *Indicate Website/URL Possible Pts: 10
2. Does the website contain a link to MOAA’s online “Legislative Action” Center? www.moaa.org/takeaction *Indicate Website/URL Possible Pts: 10
3. Does the website include information about activities and events to showcase the benefits of membership? *Indicate Website/URL Possible Pts: 10
4. Is there information about joining (who is eligible and how to join)? *Indicate Website/URL Possible Pts: 10
5. Does the website include information about joining national MOAA? *Indicate Website/URL Possible Pts: 5
6. Does your council/chapter have a social media presence? *Indicate Website/URL Possible Pts: 2.5
7. Does the website contain a link to social media channels? *Indicate Website/URL Possible Pts: 2.5
SECTION I TOTAL: 50

MARVIN J. HARRIS COMMUNICATIONS AWARD - WEBSITE

SECTION II: JUDGES ASSESSMENT - WEBSITE CRITERIA

Section II – Judges Assessment

This section is informational only. A panel of judges will determine the scores based on the below criteria. Applicants should not self-score this section, but should use these best practices as guidance.

Criteria	Max Possible Points
<p>1. Is the website easy to navigate, well organized, and up to date? Score 1-3: Homepage is mostly text and/or information is out- of-date. Score 4-7: It's clear where to go for information. The website prioritizes important content, subpages are well-organized and clear. Content is current. Score more for updated technology (hamburger menus, mouse over), very clear organization and navigation, incorporation of social media. Score 8-10: Website is clean and organized very well. If asked to find something you are able to easily. Content is up to date (no out-of-date material), easy to navigate into, around, and out of the site. Scoring at this level indicates you would bookmark this site and return regularly.</p>	10
<p>2. Does the website make good use of photos and graphics? Score 1-3: Has some photos but mostly on interior pages or they are of low quality. Score 4-7: High-quality and engaging photos and graphics. These elements are used to tell or enhance a story. Score more for photos that show engagement/action—not just a line of people. Score more if graphics can stand alone. Score more if video elements are included. Score 8-10: This website uses high-quality, well-composed photos/graphics in prominent positions that are used to draw the reader or cause them to click on the information. Should also include video (or links to videos) Scoring at this level means this chapter/council understands the power of visuals.</p>	10
<p>3. Does the website favorably represent national MOAA and the council/chapter? Score 1-3: Site has no or limited indication that it is aligned with MOAA national. Score 4-7: Site is clear that it is a chapter/council of national MOAA, including links back to the MOAA website. When appropriate content mentions national MOAA and/or the work it is doing on behalf of the</p>	10

<p>membership. Score more for sites that use engaging and exciting language and that illustrate the importance of both chapter/council and national.</p> <p>Score 8-10: Site shows close ties between chapter/council and national MOAA—possibly Military Officer Magazine content from the chapter, national awards information/wins. Scoring at this level indicates that the site illustrates a strong and complementary relationship between chapter/council and national MOAA.</p>	
<p>4. Does the website reflect what the council/chapter does (look for a mission statement, information about service and community projects, charitable donations, and legislative activities, etc.)?</p> <p>Score 1-3: It is unclear (other than a logo) what this site does or any affiliation.</p> <p>Score 4-7: Site has an About Us page or information on what/who the chapter/council is. The site indicates events and projects that benefit the chapter/council or the community. Site indicates legislative priorities. Score more for sites that indicate context and results from legislative activities and for those sites that indicate clear calls to action.</p> <p>Score 8-10: This site provides a flavor of who the chapter/council is and what the visitor could experience should they join. The site has a personality and illustrates multiple ways individuals can participate. Scoring at this level means the site portrays an organization that you would be excited to join or become active with.</p>	10
<p>5. Does the website showcase the benefits of both national MOAA membership and council/chapter membership?</p> <p>Score 1-3: Little to no indication that it is a membership organization, or it is connected to a larger entity. No demonstration of membership benefits.</p> <p>Score 4-7: Site indicates clearly the benefits of both the chapter/council and national MOAA. Includes information on how to join both entities and makes that journey easy to understand. Score more for sites that clearly explain how the entities complement each other and what the individual can get from joining both.</p> <p>Score 8-10: Sites at this level clearly layout, explain, and demonstrate the relationship between chapters/councils and national MOAA. Possibly includes graphics and pictures that illustrate how the two entities work together. Scoring at this level indicates that the site entices you to join both entities and that you understand the relationship between the two.</p>	10
<p align="center">SECTION II POSSIBLE POINTS: 50</p>	



2025 LEVELS OF EXCELLENCE AWARD CRITERIA FOR GEOGRAPHIC CHAPTERS

Maximum Total Points: 150

Applicants will be able to provide narrative responses to questions (1-5) with a 500-word limit per item. Bulleted responses are acceptable. Please address each bullet with specific examples and data to support your response. Question 6 will be a simple yes, no, or N/A response.

1. Advocacy: (35 pts)

- Meetings with state or federal legislators, including any virtual activities
- Describe your relationships with elected officials, government and non-governmental organizations, etc.
- Describe your chapter/chapter members' participation in the national Advocacy in Action campaign, MOAA's Legislative Action Center, and/or the State Legislative Exchange Forum

2. Community Engagement and Outreach: (35 pts)

- Use of MOAA Community Outreach Grants and/or Community Sponsorship Program
- Scholarship and JROTC/ROTC activities
- Other community outreach/service conducted by your chapter
- Collaboration with other VSO's/MSO's
- Surviving Spouse activities

3. Recruiting and Retention: (35 pts)

- What have you done to recruit younger (ages 40-60) members?
- How do you find and reach potential members?
- How do you keep your members engaged?
- How do you promote an environment where all new members feel welcome?

4. Leadership Succession: (25 pts)

- Describe how you identify and train future leaders.
- Describe your method for selecting new leaders.
- How do you mentor new leaders?
- Where is your process codified (by-laws, standard operating procedures, etc.)?
- How do you motivate and recognize your current leaders?

5. Training: (15 pts)

- Describe training your chapter leaders have participated in. (e.g., leader workshops, roundtables, council, and national collaboration, etc.)

6. Council Involvement: (5 pts)

- Does your chapter participate in your state council? This will be a yes, no, or N/A response (if your state does not have a council).

Total Possible Points: 150

Addendum Item: User can upload a single attachment, to include a cover letter, to provide additional information about the chapter or to expand on any of the narrative statements made on this submission.

NOTES: Addendum item is optional; addendum of more than two pages will not be considered.



2025 LEVELS OF EXCELLENCE AWARD CRITERIA FOR VIRTUAL CHAPTERS

Maximum Total Points: 150

Applicants will be able to provide narrative responses to questions (1-5) with a 500-word limit per item. Bulleted responses are acceptable. Please address each bullet with specific examples and data to support your response. Question 6 will be a simple yes or no response.

1. Advocacy: (35 pts)

- Meetings with state or federal legislators, including any virtual activities
- Describe your relationships with elected officials, government and non-governmental organizations, etc.
- Describe your chapter/chapter members' participation in the national Advocacy in Action campaign, MOAA's Legislative Action Center, and/or the State Legislative Exchange Forum.

2. Community Engagement and Outreach: (35 pts)

- Use of MOAA Community Outreach Grants and/or Community Sponsorship Program.
- Scholarship and JROTC/ROTC activities.
- Other community outreach/service conducted by your chapter.
- Collaboration with other VSO's/MSO's.
- Surviving Spouse activities

3. Recruiting and Retention: (35 pts)

- What have you done to recruit younger (ages 40-60) members?
- How do you find and reach potential members?
- How do you keep your members engaged?
- How do you promote an environment where all new members feel welcome?

4. Leadership Succession: (25 pts)

- Describe how you identify and train future leaders.
- Describe your method for selecting new leaders.
- How do you mentor new leaders?
- Where is your process codified (by-laws, standard operating procedures, etc.)?
- How do you motivate and recognize your current leaders?

5. Training: (15 pts)

- Describe training your chapter leaders have participated in. (e.g., leader workshops, roundtables, council, and national collaboration, etc.)

6. Council Involvement: (5 pts)

- Does your chapter participate in the virtual council?

Total Possible Points: 150

Addendum Item: User can upload a single attachment, to include a cover letter, to provide additional information about the chapter or to expand on any of the narrative statements made on this submission.

NOTES: Addendum item is optional; addendum of more than two pages will not be considered.



2025 LEVELS OF EXCELLENCE AWARD CRITERIA FOR COUNCILS

(GEOGRAPHIC OR VIRTUAL)

<p>Maximum Total Points: 150</p> <p>Applicants will be able to provide narrative responses to questions with a 500-word limit per item. Bulleted responses are acceptable. Please address each bullet with specific examples and data to support your response.</p>
<p>1. Advocacy: (35 pts)</p> <ul style="list-style-type: none"> Did the council provide support for national MOAA's legislative issues? (Examples: Sending e-mail alerts, encouraging meetings with congressional legislators when they are in their home districts, etc., including any virtual activities.)
<p>2. Chapter Support: (35 pts)</p> <ul style="list-style-type: none"> Did the council provide assistance to its chapters during the year of competition with the following areas: <ul style="list-style-type: none"> Chapter Management/Chapter Recruiting Program Legislative Issues Training for new chapter officers Information sharing, i.e., print or digital communications Other
<p>3. Communications: (30 pts)</p> <ul style="list-style-type: none"> How did the council encourage the exchange of ideas among member chapters during the year of the competition (e.g. meetings, conventions, newsletter, etc.?)
<p>4. Chapter Visits: (20 pts)</p> <ul style="list-style-type: none"> Did the council president, or his or her representative, make chapter visits, including virtual visits? If yes, how many chapters were visited (include total number of chapters in your council)?
<p>5. Chapter Health: (30 pts)</p> <ul style="list-style-type: none"> Describe the health of your chapters and what you have done as a council to ensure the viability of the chapters in your state.
<p>Total Possible Points: 150</p>
<p>Addendum Item: User may optionally upload a single attachment, with or without a cover letter, to provide additional information about the chapter or to expand on any of the narrative statements made on this submission. Addendums of more than two pages will not be considered.</p>



COL STEVE STROBRIDGE LEGISLATIVE AWARD

Any council or chapter president can nominate one Legislative Chair or Liaison for this award.

Nominators will be asked to share the following information for nominees:

- Name
- Mailing Address
- Email
- Phone Number
- Name of council or chapter for which they currently serve as legislative chair/liaison.

Purpose: Awarded annually to one council-level and one chapter-level Legislative Chair/Liaison who has demonstrated superior service to their council/chapter in support of national and/or state legislation which affects service members, veterans, retirees, and their families. During Calendar Year 2025, the nominee should have demonstrated excellence in one or more of the following areas:

1. National MOAA Legislative Agenda

- Actively engages council/chapter on MOAA's federal legislative issues
- Actively engages federal legislators on MOAA's legislative issues
- Contributes to the council/chapter newsletter and website with legislative articles
- Conveys timely and pertinent information from MOAA and other sources to council/chapter leaders and members
- Leads effort to engage chapter members in using MOAA's Legislative Action Center

2. State Legislative Agenda

- Actively engages council/chapter on state legislative issues pertinent to uniformed service members, veterans, and families.
- Actively engages state legislators
- Contributes to the council/chapter newsletter and website with legislative articles

3. Responsibility

- Demonstrates leadership and willingly assumes responsibility within the council/chapter
- Can initiate, lead, and manage a project from beginning to end
- Organizes council/chapter legislative agendas
- Communicates to MOAA timely and pertinent news/interest items on council/chapter actions

ADDENDUM: RECOMMENDATION LETTERS

Highlight exemplary performance, noteworthy contributions, and any other unique activities or ideas – all for the benefit of the council, chapter and/or community. Please provide specific examples, outcomes, and statistics where applicable, using the criteria highlighted in the previous section (to lead, engage and/or communicate).



SURVIVING SPOUSE LIAISON AWARD

ELIGIBILITY REQUIREMENT IF NOMINATING A FORMER SURVIVING SPOUSE ADVISORY COUNCIL (SSAC) MEMBER: Submitter must wait three years from the time the former SSAC member has left the council before they can be nominated for the Surviving Spouse Excellence Award.

Chapter/council presidents, current national MOAA board of directors, and current SSAC members may nominate a surviving spouse liaison for this award. Surviving Spouse Liaisons do not have to be a Surviving Spouse. The following information will be requested in the nomination form:

- Surviving Spouse Liaison Name
- Mailing address
- Email
- Phone number
- National MOAA member #
- Chapter/council
- Length of time as a chapter member
- Length of time as a SS liaison

Purpose:

Awarded to a surviving spouse liaison who is a member of MOAA and who has made outstanding contributions in one or more of the following Surviving Spouse Advisory Committee (SSAC) mission goals: educate, encourage, and engage.

1. Educate

- Conveys timely and pertinent information from SSAC and other MOAA sources to surviving spouses, council and chapter leaders, and all council and chapter members.
- Communicates to Chapter Members timely and pertinent news and items of interest on chapter and council actions and information received from SSAC.
- Stays informed about current issues of interest to the surviving spouse community and the legislative actions of MOAA on these issues.
- Contributes to the chapter/council newsletter and website with written articles on various topics.

2. Encourage

- Actively recruits surviving spouse members.
- Works to retain surviving spouses within the chapter by discovering new and innovative activities to hold their interest.

3. Engage

- Demonstrates leadership and willingly assumes responsibility within the council/chapter.
- Initiates, leads and manages a project from beginning to end.
- Organizes surviving spouse/chapter community service projects.

ADDENDUM: RECOMMENDATION LETTERS

Highlight exemplary performance, noteworthy contributions, and any other unique activities or ideas – all for the benefit of the council, chapter and/or community. Please provide specific examples, outcomes, and statistics where applicable, using the criteria highlighted in Part 1 (to educate, encourage and engage)



AS A REMINDER

If you have trouble starting your application or if you experience issues on any of the application pages, please call our Affiliated Councils & Chapters Department at (800) 234-6622 or email chapters@moaa.org.

If calling MOAA's toll free number, please use extensions x168 (**preferred**) or x120.

Thank you for participating in MOAA's annual award process! We value the contributions of our volunteer leaders.