



Program Updates and Initiatives

March 5, 2026



Agenda

- Program Updates
- Prospective Member Data Release Update
- Council Outreach Initiatives
 - Florida Council Virtual Network
 - New York Council Outreach
- ZIP Code/Chapter Catchment Discussion
- Questions

Program Updates

- Advocacy in Action
 - Registration email and travel guidance released
- LOE 2026 Criteria Changes
 - 10 bonus points for 10% growth in Chapter LAC registration
 - 5 bonus points for councils and chapters within visit periodicity
- Cheddar Up Fee Charges
 - Involves chapters not under the MOAA agreement
 - Affected chapters will be transitioned

Program Updates

- MOAA Foundation Community Outreach Grants Closed
 - 81 applications received
- Community Sponsorship Grants Available
- Near Real Time (NRT) Report Returned to Service
- ACC Roundtable: AiA Issues Discussion, March 26, 7p ET
- CM/NRT Training and Familiarization
 - Included in workshop programs
 - Dedicated Roundtable
 - New program: Monthly CM/NRT scheduled “office hours”

2026 Leader Training Workshops



Leadership Seminar
Orlando, FL
January 29-31
FL, Other C&C by
invitation

Virtual W/S
New Leaders
March 4
(10:30-4:30 EST)

West W/S
San Diego
May 28-29
AK, AZ, CA, HI, ID, MT,
NV, OR, UT, WA, WY

Virtual W/S
Experienced Leaders
August 12
(10:30-4:30 EDT)

South W/S
Chattanooga, TN
November TBD
AL, FL, GA, KY, MS,
NC, SC, TN



Prospective Member Data Update

- Final Release of Data 3/3/2026
 - AL, CT, DE, ID, IN, KY, MS, ND, NM, NV, RI, SD, UT
- Affiliate Box Accounts Closing
- For Issues Reach Out via chapters@moaa.org
- Recruitment Letters Available on ACC Webpage
- Report Opt-Outs to chapters@moaa.org
- Send PII Data via Secure Portal i.e., Box. No thumb drives.
- Share Lessons Learned and Best Practices

Florida State Virtual Network

Feb 2026 mailing to 18,000 MOAA Non-Chapter Members in Florida

- Introductory welcome
- State organization and activities, advocacy, and social media
- Information on chapters

Total Sent	Opened	Clicked*	Bounced	Unsubscribed
18,164	9,433 (52%)	701 (4%)	270 (1.4%)	39 (.2%)

[*Clicks to the following links:](#)

- Council website, newsletter link, social media: 1,258
- MOAA Legislative Action Center: 453
- MOAA Chapter Locator for Florida Chapters: 483



New York Council Outreach

Feb 2026 mailing to 1,047 MOAA Non-Chapter Members in New York

- 6,470 prospective members (council and chapters)
- 2,520 prospective members (council only)

	Total Sent	Opened	Clicked*	Bounced	Unsubscribed
LIFE (02/16/26)	189	109 (57.0%)	16 (8.0%)	4 (2.0%)	1 (0.5%)
PREMIUM (02/24/26)	80	39 (51.0%)	1 (1.0%)	3 (4.0%)	0
BASIC (02/24/26)	778	348 (45.0%)	65 (8.0%)	10 (1.0%)	3 (0.4%)

- Smaller initial mailing
- Segregated by MOAA member level

ZIP Code/Catchment Issues

- Catchment Areas not Synchronized with National
 - NRT is synchronized to ZIP codes
- Overlapping ZIP Codes
- Reassignment of Closed/Merged Chapter ZIPs
- Cross-State Chapter Catchment Areas
- ZIP Code Currency

Catchment Area Expectations

- Councils Take Lead on Coordinating Chapter Catchment Areas
- Independent Chapters Coordinate with National
 - Single-chapter states own entire state catchment
 - Multi-chapter states divide catchment areas for state coverage
- Current ZIP code assignments can be viewed in the NRT

NRT Catchment Area ZIP Codes



Instructions:
1. Manager can conduct a search in 3 month increments
2. If report displays blank, there are no potential members within the dates selected

From
Nov 3, 2025

Portland Chapter (OR03)

All ZipCode

- 97001
- 97002
- 97003
- 97004
- 97005
- 97006
- 97007
- 97008
- 97009
- 97011
- 97012
- 97013
- 97014
- 97015
- 97017
- 97018
- 97019
- 97022
- 97023

All ZipCode

SEARCH



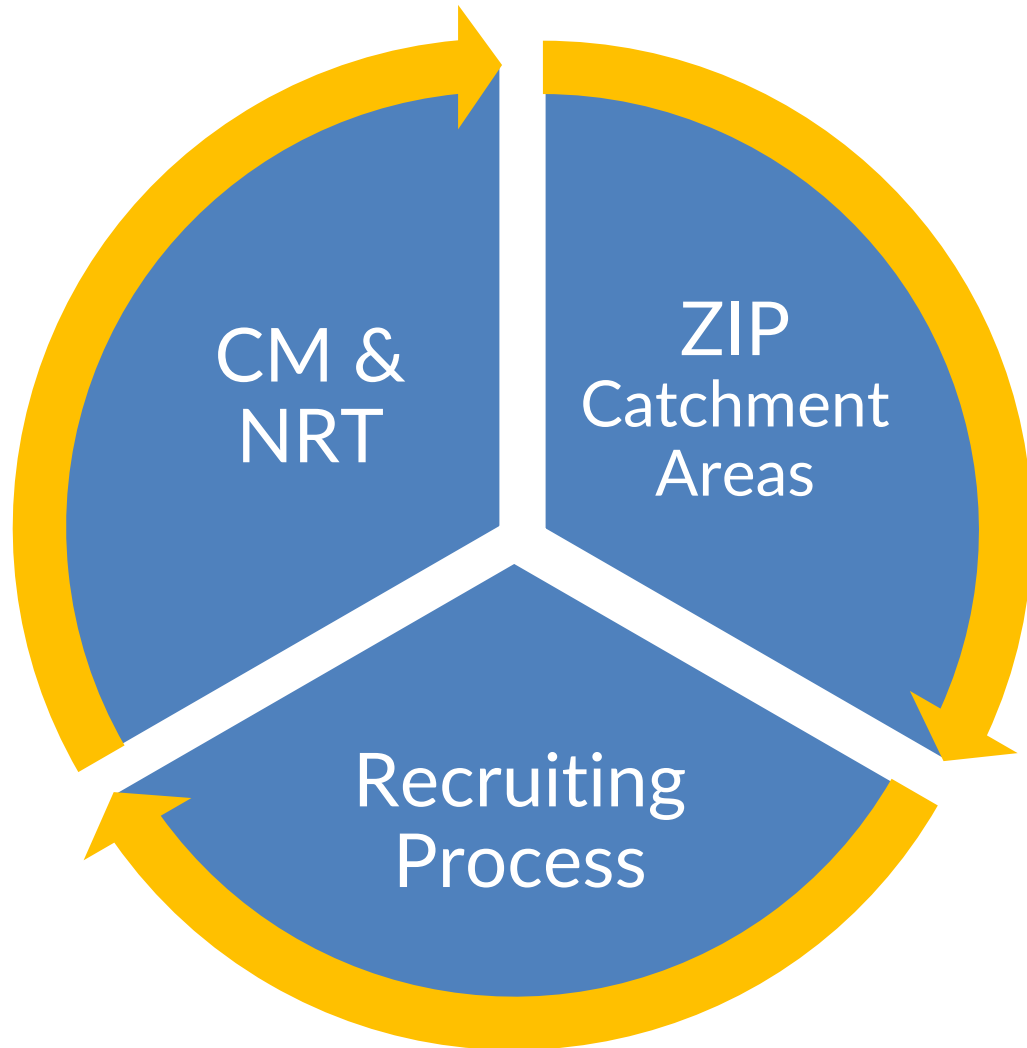
ZIP Code/Catchment Area Way Ahead

- ACC Sends Councils Current ZIP Code Assignments for Active Chapters by End of March
- Councils Review and Provide Updated Chapter ZIP Code Assignments
- Multi-Chapter Independent States Coordinate Catchments
- Single-Chapter Independent States Assigned Total State Catchment

ZIP Code/Catchment Area Way Ahead

- ACC Records Changes to State ZIP Code Assignments as Received
- Resolve Cross-State and Chapter Catchment Area Overlaps Where Required
- This is a Large Project and Requires Time
- Catchment Areas Will Always Require Updates

Optimizing Membership Growth



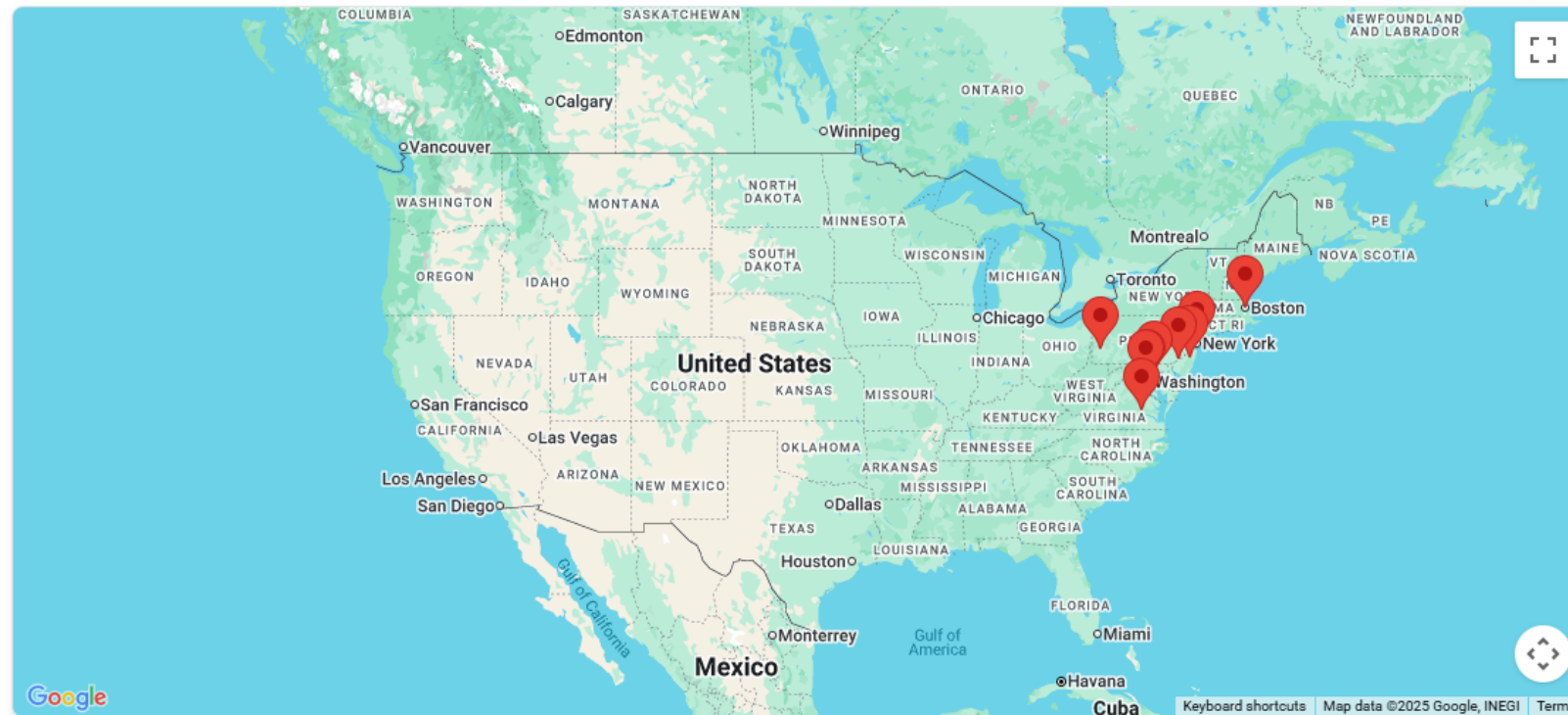
- **Recruiting Process**
 - Planning
 - Execution
 - Lessons Learned
- **Committee Module / NRT**
 - Commitment
 - Training / Proficiency
 - Upkeep
- **ZIP Code Catchment Areas**
 - Council / ICP Presidents
 - Baseline
 - Maintenance

New Chapter Locator Design

Enter your address, city, or zip code

25 Miles

[Search Chapters](#)



New York Chapter (NY)
Meeting every Tuesday at 7 PM in Manhattan.

[Get Directions](#) [Contact Chapter](#)

Philadelphia Chapter (PA)
Monthly book discussion near City Hall.

[Get Directions](#) [Contact Chapter](#)

Washington D.C. Chapter (DC)
Quarterly leadership retreat in Georgetown.

[Get Directions](#) [Contact Chapter](#)





Military Officers Association of America