



**Affiliated Councils and Chapters  
Roundtable: 2025 Year in  
Review/2026 Look Ahead  
December 18, 2025**



# Agenda

- Program Updates
- 2025 Year in Review
- 2026 The Year Ahead
- What We Need to Work On
- Important Dates
- Open Discussion

# Program Updates

- MOAA is “Top Lobbyist” 19 years in a row!
- Prospective Member Data Distribution
  - NRT available early January
- Redesigned Council and Chapter Webpage
  - New Chapter Locator searchable by distance
  - Discontinues “Web Presence”, replaced with webpage link
  - Leaders should consider generic vice personal email addresses and P.O. Boxes vice personal home addresses
- MOAA Healthcare Professionals Chapter (VC08) in April

# Revised Privacy Policy Implementation

- Prospective Chapter Member Data Release Phase
  - Prospective member names and contact information being forwarded to three test chapters and a council to test the distribution
  - Mass distribution of data to all councils and chapters begins week of 5 January
- Notes
  - Detailed guidance and instructions will accompany release
  - List of prospects will also include current chapter members (flagged)
  - Review information protection and policy guidance we sent
  - Please keep a list of members gained

# 2025 in Review

- Returned CM/NRT to Council and Chapter Leadership
- Streamlined the Annual Award Process
  - Provided feedback to all nominations
- Redesigned Geographic Workshop Format
- Improved Information Sharing via All Presidents Messages

# 2025 in Review

- Improved Information Sharing via All Presidents Messages
- Chartered New Virtual Chapter: Public Affairs and Communication Professional (VC07)
- Implemented Pay Portal Platform - Cheddar Up
- Simplified ESM, Visit and Awards application process

# National Awards

## 2024 Awardees

- Levels of Excellence: 169 Submissions
  - 161 Five-star affiliates
  - 7 Four-star affiliates
  - 1 Three-star affiliates
- Harris Communications: 225 Submissions
  - 190 Five-star affiliates
  - 35 Four-star affiliates
- Strobridge Advocacy: 18 Nominations
  - 1 Council and 1 Chapter recipient
- Surviving Spouse Liaison: 12 Nominations
  - 1 Council and 1 Chapter recipient

## 2025 Submissions Year-to-Date

- Levels of Excellence:
  - 14 In Progress
  - 10 Submitted
- Harris Communications:
  - 13 In Progress (4 newsletter/8 website)
  - 37 Submitted (10 newsletter/9 website)
- Strobridge Advocacy:
  - 1 In Progress
  - 1 Submitted
- Surviving Spouse Liaison:
  - 0 In Progress
  - 0 Submitted



# Visit Program

## 2024 Travel

- Chapter Visits
  - 92
- Council/Conference Visits
  - 17
- Total
  - 109

## 2025 Travel

- Chapter Visits
  - 74
- Council Visits
  - 11
- Total
  - 85

# 2026 The Year Ahead

- This Will be a Year of Great Opportunity
- Fully Implement Distribution/Recruitment of Prospective Chapter Members
- Continue to Refine Chapter Health and Effectiveness
- Establish State “Virtual or Remote” Chapters
- Implement Redesigned C&C Webpage

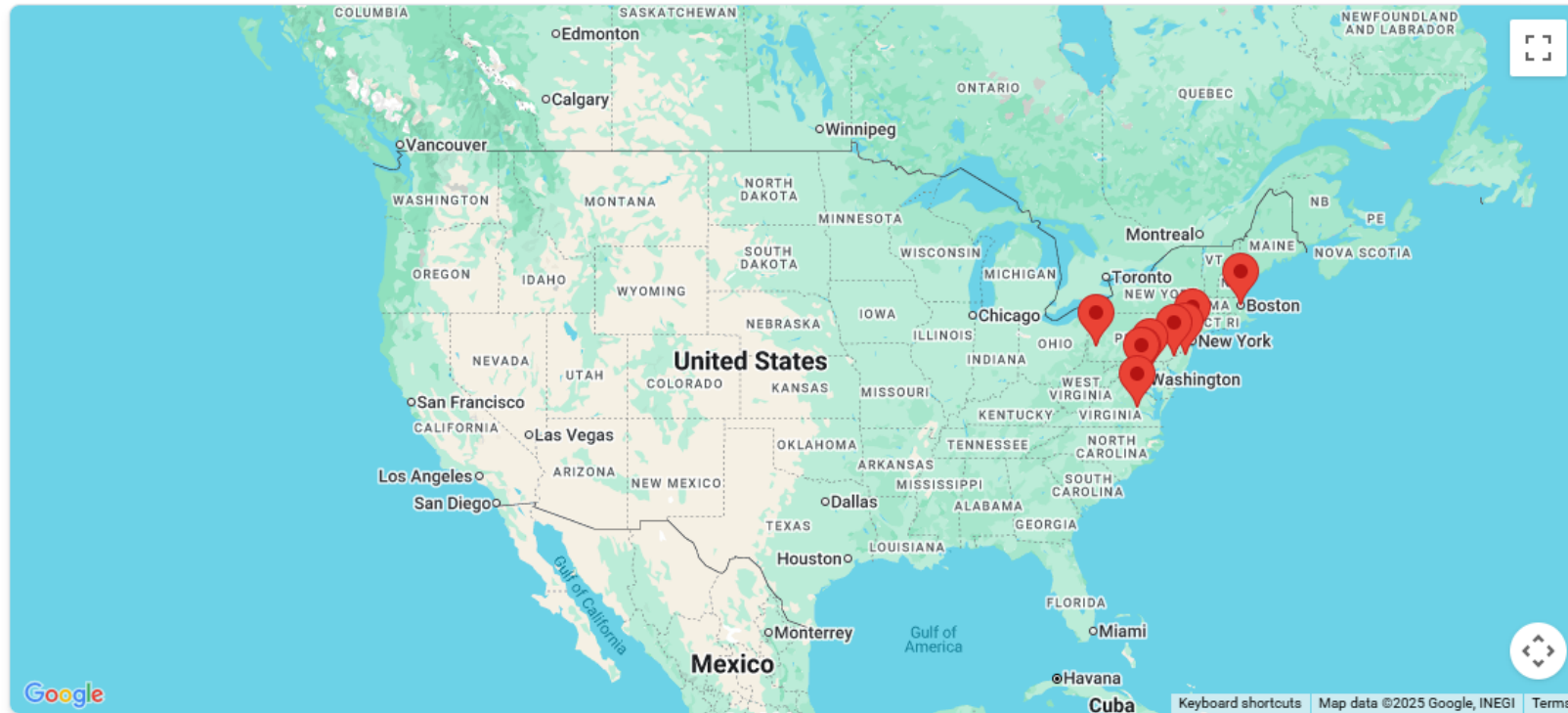
# 2026 The Year Ahead

- Continued Emphasis on Council/Chapter Visit Program
  - Leadership and Board meetings are crucial
- Continued Emphasis on Chapter Member Legislative Action Center Involvement
  - Incentivized in 2026 LOE
- Formalize Volunteer Leader Mentorship Program
- Expand Council and Chapter Participation in TotalForce+

# Sneak Peek at Locator (Example)

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](#)

# 2026 Operating Budget Highlights

- Strong enterprise-wide imperative to narrow expense/revenue gap:
  - Planning 100 to 105 council/chapter visits
  - \$500.00 admin allowance for virtual chapters
  - Maintain ROTC medal subsidy
  - IT budget supports Survey Monkey Apply platform, online dues collection, and council IT/travel allowance
  - Planning for increased participation in 2 regional workshops; selectively support second night of lodging for long-distance travelers
  - Budgeting for 80 AiA augmentees

# What I Need to Work On

- Customer Service
  - Timely communication
  - Copy leadership on important correspondence
- Better Coordination of Activities
  - Chapter visit support with “email blasts”
- Timely follow-up on action items
- Develop more useful engagement opportunities

# What We Ask Of You

- Continued Patience
- Commitment to Recruitment of Prospective Members
  - Capturing and sharing metrics, best practices, lessons learned
- Ensure Familiarization and Use of CM/NRT
- Continued Support of Chapter Health and Effectiveness
- Elevating Chapter Basic Members to Paid Status
- Communication of Change in Leadership

# What We Ask of You

- Council Leaders:
  - Special role on health and effectiveness of chapters
  - Assistance/mentorship in prospective member recruiting
  - Reviewing and refining chapter catchment areas
  - Developing state “virtual/remote” chapters
  - Hold annual council meetings with national involvement

# Important Dates

- Jan 7, 7:00pm EST Healthy Aging Webinar Presented by GNC
- Jan 20, 8:00pm EST State Legislative Exchange Forum Meeting
- Jan 22, 7:00pm EST MOAA R/T: Prospective Chapter Member Data Update
- Jan 31, MOAA Annual Awards Window Closes
- Feb 28, MOAA Foundation Community Outreach Grant Window Closes
- April 13-16, Advocacy in Action Week

# 2026 Roundtable Schedule

January 22 Privacy Policy Implementation Update	February 26 Committee Module/NRT	March 26 Advocacy in Action Logistics	April 23 Chapter Dues Pay Portal
May 14* Chapter Visit and Awards Programs	June 25 General Counsel Issues	July 23 Recruiting and Retention	August 27 MOAA Virtual Chapters
September 24 Council and Chapter Mentorship	Oct 22 MOAA Foundation	November 19* MOAA Annual Awards	December 17* Year in Review/2026 Outlook

7:00 pm ET

\*Adjusted from 4<sup>th</sup> Thursday to Avoid Conflict



# Draft 2026 Leader Training Workshops



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

**Virtual Workshop**  
New Leaders  
March TBD  
Focused on New  
Chapter Leaders

**West Workshop**  
San Diego  
May 28-29  
AK, AZ, CA, HI, ID, MT,  
NV, OR, UT, WA, WY

**Virtual Workshop**  
Experienced Leaders  
August TBD  
Focused on Experienced  
Leaders

**South Workshop**  
TBD  
November TBD  
AL, FL, GA, KY, MS,  
NC, SC, TN



# Back Ups



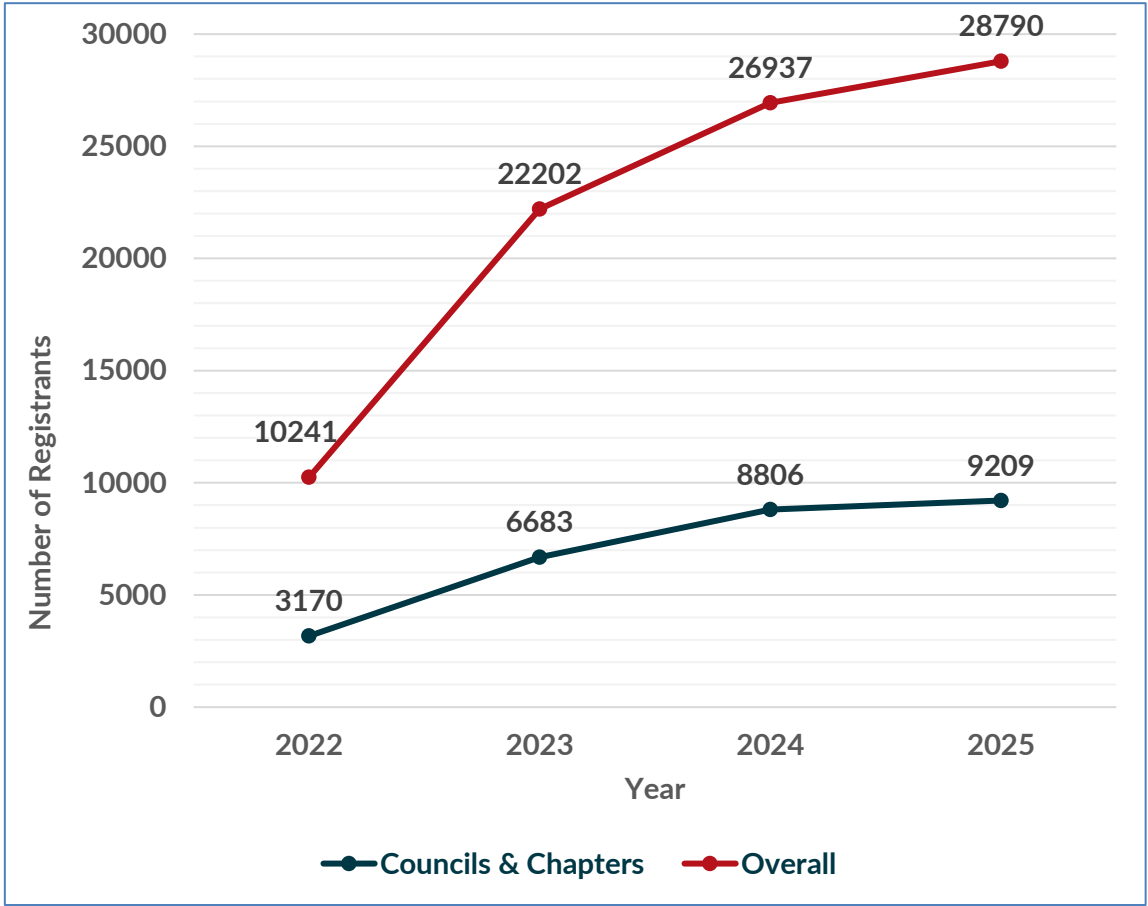
# State of Councils and Chapters

- **Current numbers:**
  - 32 councils
  - 321 geographic chapters (down 21 from last report)
    - Majority of lost chapters reflects final closing of known dormant chapters
  - 7 virtual chapters – 1, 329
  - 9 satellite chapters
- **Why are we losing chapters?**
  - Lack of leadership
  - Stagnant or declining membership
  - Aging demographic

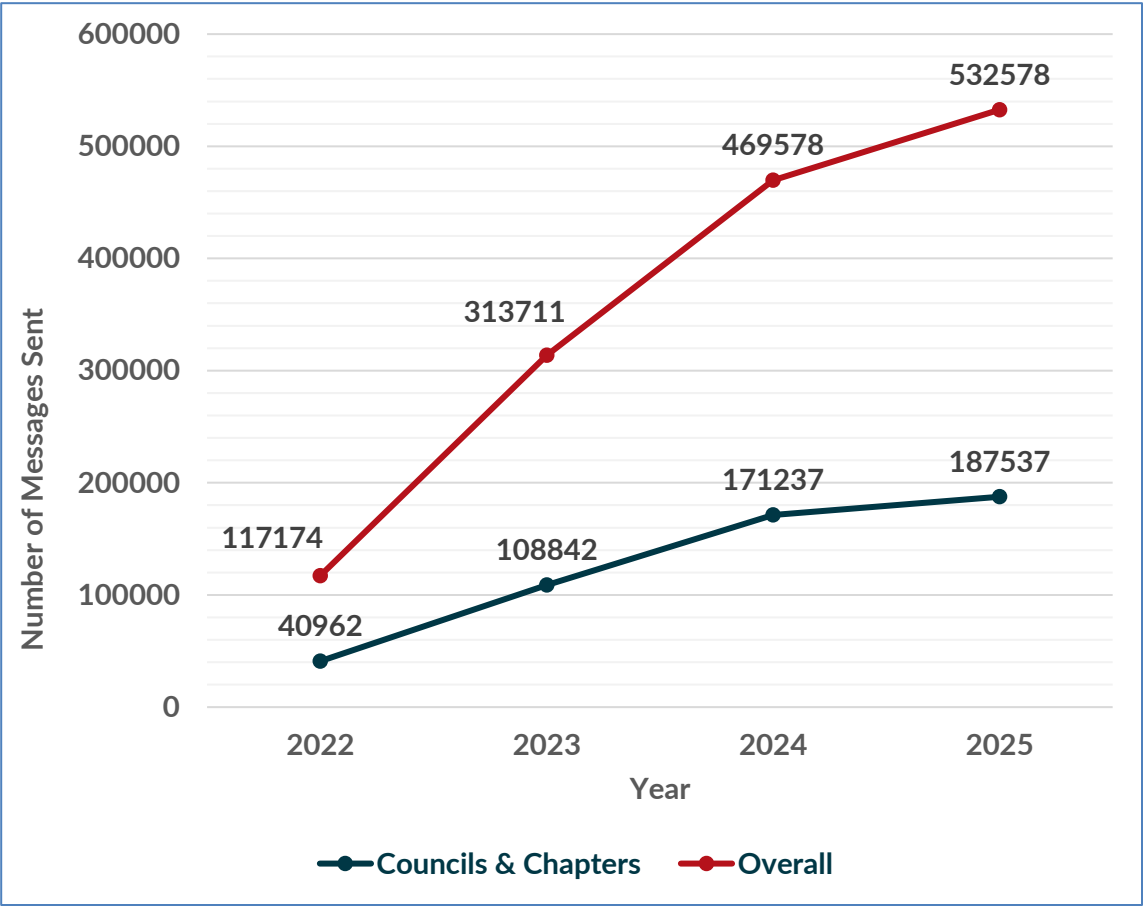


# Legislative Action Center: Chapter Involvement

Number of Registrants



Number of Actions



Cumulative as of 11 July 2025

# Legislative Action Center Data Overview: Ohio

As of July 11, 2025:

- Total Registered Advocates: 626 (219/35% from C&C Members)
- Total Actions Taken: 769 (293/38% from C&C Members)



Chapter Name	No. of Registrants	No. Of Actions Taken
OH00: Ohio Council of Chapters	13	25
OH02: MOAA Central Ohio Chapter	46	53
OH03: Greater Cincinnati Chapter	46	64
OH04: Greater Cleveland Chapter	23	25
OH05: Dayton Area Chapter	47	17
OH08: Ohio Western Reserve Chapter	29	93
OH10: Mahoning and Shenango Valleys Chapter	15	16

# LOE Award Criteria

- **2025:** No substantial changes to criteria. Released guidance to all presidents.
- **2026:** Staff to establish criteria for 2026 calendar year
  - Use available data to recognize advocacy efforts
  - Graded criteria will be percentage-based
  - 2026 guidance to be released Late-November



# Appendices

