

# Chapter Recruitment Guide





## **INDEX**

<b><u>Forward</u></b>	3
<b><u>MEMBERSHIP INFORMATION</u></b>	
MOAA Membership Eligibility	4
Background	4
Reasons to Join a Chapter	4
“Why Join MOAA” One-Page Resource	5
Using Member Personas	5
Best Practices	5
<b><u>RECRUITING TOOLS</u></b>	
Electronic Funds Transfer (EFT)	6
Weekly Recruitment Tracker	6
Annual Recruiting Incentive	6
Chapter Voucher Program	6
Online Chapter Member Dues	7
Common Join Form	7
Chapter Electronic Support Messages	9
Near Real Time (NRT) Report	10
Recruiting and Documenting New Chapter Members	11
<b><u>RELATED RESOURCES</u></b>	
Training Opportunities	13
Council and Chapter Visit Program	14
Awards	14
Community Relations Support	15
Internet Presence	15
<b><u>APPENDIX</u></b>	
Commonly Used Links	17



Dear Council and Chapter Leaders:

Thank you for your continued support of the Military Officers Association of America and for your leadership of our incredible network of affiliates. You spearhead a critical component of the MOAA mission. By fostering camaraderie, conducting impactful community service, and engaging in grassroots advocacy, you raise awareness of our Association. Through awareness, you play an irreplaceable role in growing membership for your local chapter and national MOAA.

This guide has been updated to assist you in your recruitment and retention efforts. I ask that you consider the programs and resources available in this guide to help improve both chapter and national membership. Perform regular audits of your current recruitment programs to understand return on investment and keep an open mind to new ideas and best practices shared by others. Consider changing your meeting times, locations, and activities to attract and retain new members, to include events that encourage family participation. Additional recruitment and retention ideas and resources can be found at [www.moaa.org](http://www.moaa.org), our monthly roundtables, and in-person and virtual workshops.

As council and chapter leaders, you play a crucial role in the strength and vitality of the Military Officers Association of America. Thank you for your leadership and commitment to Never Stop Serving!

Very respectfully,

*F J Michael*

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Senior Director, Affiliated Councils and Chapters  
Military Officers Association of America  
201 N. Washington Street  
Alexandria, VA 22314  
1-800-234-MOAA (6622)/703-838-5818



## MEMBERSHIP INFORMATION

### MOAA Membership Eligibility

Membership in the Military Officers Association of America is open to active duty, former, retired, and National Guard and Reserve commissioned and warrant officers of the eight U.S. uniformed services and their surviving spouses.

### Background Information on MOAA's Affiliate System

- The National MOAA board of directors approved the formal affiliation of councils and chapters in 1953. The first virtual chapter was chartered in 2016.
- Affiliates are independent, self-governing, and self-supporting organizations that choose to affiliate with national MOAA for the purpose of cooperation and mutual support in attaining common goals.
- There are nearly 400 affiliates nationwide (affiliates include councils, chapters, and satellites).
- Affiliate members are highly encouraged to be national MOAA members.

### Reasons to Join a Chapter

You know the value of belonging to MOAA and your chapter. But when you're talking to a potential new chapter member, it's important to remember that many potential members might have only limited knowledge of MOAA's chapter system. Creating a dialogue and asking open-ended questions is the best way to find out if and how a chapter membership could help a prospective member. Find out as much as you can about their priorities to tailor a response that is more likely to resonate with them personally. Here are some aspects of membership that may appeal to them:

1. **Make yourself heard.** MOAA's chapters provide critical grassroots support for MOAA's national legislative agenda. Chapter members let their legislators know what's on their minds and open doors for MOAA's legislative team in Washington, D.C.
2. **Give back to the community.** Chapter members are MOAA's ambassadors in their communities, supporting countless programs that make a difference in the lives of others. These members continue to serve and are giving back in the truest sense.
3. **Value added to chapter members' lives.** MOAA chapters sponsor interesting programs and opportunities to interact with civic, political, military, and business leaders on issues important to members.
4. **Networking with fellow officers.** Chapters include second-career members in the work force and retired servicemembers who have contacts in their communities that can be valuable to transitioning officers.
5. **Stay informed.** Chapter newsletters, websites, and meetings provide you with the latest information on local, state, and national issues and changes to military benefits.



6. **Influencing state legislation.** Most states have a council of chapters that unites chapters in the state. These councils, and independent chapters in states without a council, often lobby for and pass state-level legislation that affects military members and their families, such as exempting military retired pay from state income tax or increasing funding for state veterans' programs.
7. **Camaraderie with a purpose.** MOAA chapters unite active duty, former, and retired officers from every branch of service, including National Guard and Reserve, as well as surviving spouses, offering the opportunity to connect with others with similar backgrounds and interest and develop close and lasting friendships.

## **“Why Join MOAA” One-Page Resource**

A new resource highlighting some of MOAA's legislative accomplishments is in development and will be shared soon. This resource is intended to help demonstrate to potential members why belonging to MOAA matters by illustrating the impact that MOAA has made to the military and uniformed services community. Chapters can add contact information to the resource and will be able to add chapter-specific value proposition on the reverse side of this editable document.

## **Using Member Personas**

Demonstrating how MOAA and your chapter are relevant to an individual's life can help with recruitment. To help you consider messaging for various groups, MOAA member personas highlight key attributes about various groups, suggested messaging, and relevant products. These personas include officers at different career stages, spouses, surviving spouses, and former officers and may be found in the MOAA Council and Chapter Leaders Resource Manual, here: <https://www.moaa.org/content/publications-and-media/moaa-publications/council-and-chapter-leaders-workbook/>

## **Recruiting Best Practices**

- Every member is a recruiter!
- Use social media to expand your reach (i.e., chapter Facebook, Instagram, and LinkedIn)
- Establish and maintain a website or web presence
- Establish a recruiting budget line
- Build a recruiting package that will resonate with new prospective chapter members (invitation letter, current newsletter, membership application)
- Always carry recruiting info “Why MOAA”
- Place chapter membership applications on your website
- Conduct meetings at different venues and times to meet member needs and encourage active participation
- Connect with local military base Retirement Services Office (RSO) or transition center
- Strive for and earn recruiting and retention incentives and awards



## RECRUITING TOOLS

### Electronic Funds Transfer Account

All active chapters should have an Electronic Funds Transfer (EFT) account, which is used by national MOAA to disperse monetary incentives, chapter dues, sponsorship money, etc., directly into the chapter's checking or savings account. EFT is the only method MOAA is able to use to disburse funds.

To register your chapter's bank account, we will need the following information:

- routing number of banking institution;
- account number;
- account type (i.e., checking or savings); and
- chapter Point of Contact (name and email) to be notified whenever funds are transferred

To protect your information, we prefer you relay the requested information via telephone by calling MOAA at (800) 234-6622 and asking to speak with a Chapter Affairs Specialist, ext. 120, or ext. 168. If you choose to mail the requested information, you can send it to Affiliated Councils and Chapters, MOAA, 201 N. Washington St., Alexandria, VA 22314.

### Annual Recruiting Incentive (Premium and LIFE)

This program is in place to incentivize the recruitment of chapter members to becoming paid MOAA national members. Chapters may earn \$15 for every incentive-qualified PREMIUM member, and \$30 for every incentive-qualified LIFE member who is new or upgrades membership level during the calendar year. **Please note:** Chapters that recruit PREMIUM members who previously held PREMIUM membership within a three-year gap period will not receive incentives for those members. Incentives will be paid by EFT annually.

### Chapter Voucher Program

The chapter voucher program invites national MOAA members to join their local chapter at no cost to the individual. All new (or upgraded) PREMIUM and LIFE national MOAA (non-chapter) members receive chapter vouchers in their new membership kits in the mail which can be redeemed for their free chapter membership. The letter also includes the name and contact information of their local chapter. Chapters will receive \$15.00 from MOAA national for a Premium member chapter join and \$30.00 for a Life member chapter join. These same members will appear on the chapter's near real time (NRT) report on the Committee Module (see NRT section below). Chapters should connect with these new members and honor the free year of chapter membership. The intent is to welcome new chapter members so that they



are compelled to stay and maintain paid chapter membership in future years. Chapters should submit honored vouchers to Affiliated Councils and Chapters staff to be tracked for an annual reimbursement.

## Online Chapter Member Dues Join and Renewal Program

The Online Chapter Membership Dues Join and Renew tool through [Cheddar Up](https://www.cheddarup.com/demo/) (<https://www.cheddarup.com/demo/>) is offered at no cost to chapters and allows participating chapters to offer single and multiyear chapter membership renewal to members, as well as an option to make a donation. Functionality includes the ability to register for events, make and pay for meal selections, sell items, email contact lists, and create discount codes.

- Chapters must comply with all MOAA security and privacy standards. (Go to [www.moaa.org/privacy](http://www.moaa.org/privacy) for more information.)
- Each chapter sets its own annual chapter dues rate(s). A minimum of \$12 a year is suggested.
- The annual dues cycle is established by each individual chapter.
- Regardless of the date submitted, the chapter membership expiration date will be the last day in the final month of the annual dues cycle as established by the chapter.
- Chapters may choose to offer an auto-renewal option for members.
- Members should be encouraged to use the e-check option for any sizeable donations to reduce the processing fee. MOAA national will cover the transaction fees associated with these online dues payments to promote chapter membership.
- While chapters are under MOAA's partnership umbrella with Cheddar Up to allow MOAA to cover transaction fees, chapters are responsible for managing their own sites, to include monitoring payments and member data provided.
- Chapters must identify a primary administrator who is authorized to manage the chapter's bank account.
- Links to existing chapter payment sites can be found here: [MOAA - Chapter Dues & Donations for MOAA Affiliates](https://www.moaa.org/content/chapters-and-councils/online-chapter-dues-payment--administration/) (<https://www.moaa.org/content/chapters-and-councils/online-chapter-dues-payment--administration/>).

Interested chapters should contact [chapters@moaa.org](mailto:chapters@moaa.org) for more information.

## Common Join Form

[Common Join Form](#) consolidates enrollment for MOAA National membership and chapter membership. The form is **intended to be customized** with your chapter logo and information, duplicated, and either filled-in electronically or by hand by prospects. Custom logos are available by contacting [chapters@moaa.org](mailto:chapters@moaa.org). Detailed instructions on how to add your chapter's name and logo on the fillable PDF or Word Document are available at this link: (1) [fillable PDF Instructions](#). The generic form is shown on the following page.



## Why MOAA chapter membership matters.



\_\_\_\_\_

Name \_\_\_\_\_

Rank \_\_\_\_\_ Branch of Service \_\_\_\_\_

☐ Active    ☐ Retired    ☐ Former    ☐ Reserve    ☐ National Guard    ☐ Surviving Spouse

Spouse name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Date of birth \_\_\_\_\_ Telephone \_\_\_\_\_

Email \_\_\_\_\_

(To ensure deliverability of MOAA communications, please provide a personal email address.)

Are you a member of MOAA?    ☐ Yes    ☐ No    ☐ Unknown

MOAA Member Number (if known) \_\_\_\_\_

## BASIC

And, for \$5 a month, you can upgrade to **PREMIUM** membership, giving you immediate access to a full spectrum of career and financial resources, exclusive publications, college scholarships for dependents, and countless discounts on products and travel. **Visit [moaa.org/join](http://moaa.org/join) to learn more.**

How did you hear about MOAA Chapter involvement?

Are you a member of any other MOAA Chapter(s)? ☐ Yes ☐ No

If yes, which one(s)?

**To complete enrollment:**

- **Fill in this form** on your computer, save it, and email it to [add chapter email address/contact information] as an attachment

Do not include credit card information. We will contact you to finalize payment if required; or

- **Print it out**, fill it in by hand, and mail it with a check made out to \_\_\_\_\_ (add chapter payment info) \_\_\_\_\_ or \_\_\_\_\_

- Go to [insert chapter webpage]

You will be opted in to receive e-communications from MOAA and your local chapter. You will be able to opt out of any further e-communications at any time. MOAA will not sell or share personal information.

**Chapter membership  
and dues information:**

[illegible]



## Chapter Electronic Support Messages

To assist our councils and chapters in their efforts to promote events and recruit new chapter members, national MOAA will email council/chapter electronic support messages to non-chapter MOAA members who live within your chapter's zip code area and who have opted to receive emails from national MOAA.

We will email up to two messages a year per council/chapter. To ensure standardization for our membership and ease for our chapter leaders, a [fillable template \(https://request-chapter-e-blast.cheddarup.com\)](https://request-chapter-e-blast.cheddarup.com) is provided for your convenience. Be prepared to provide the following information:

- council or chapter name
- location, physical address (or virtual platform information), date, and time of the event
- program or event features (guest speaker, project, etcetera)
- cost of attendance
- RSVP name, email, and phone number contact
- email address to link RSVP function
- website address or link to additional information (as desired)
- council or chapter president signature block information

When composing your message, fill in the blanks with the appropriate relevant content and ensure proper grammar, punctuation, and sentence structure. We cannot email images, forms, or attachments with recruiting messages. To share these items with email recipients, post them on your chapter's website and provide the link in the body of your message. Be advised that the Affiliated Councils & Chapters team will forward a draft email to the council/chapter POC for proof prior to message release and may edit the message to meet formatting requirements

National MOAA requires 60 days advance notice to process the message and allow sufficient time for you to promote the event. We look forward to assisting our councils and chapters in marketing their events.

To submit your request for the Chapter Electronic Support Message [use this link](#).

If you have questions on this program, email [chapters@moaa.org](mailto:chapters@moaa.org).



## Near Real Time (NRT) Report

The Near Real Time (NRT) report is a recruiting list located within the Committee Module (CM) which includes non-chapter MOAA members for chapters. Committee Module Managers are able to access the NRT report when they log into their CM.

The “reports” button will allow CM managers to search by date using three-month increments, allowing CM managers to back date their search in a current or previous year and retrieve a list of prospects (i.e. potential members). Members listed on this report are in the chapter’s catchment area and fall into one of three categories:

- (1) brand new MOAA member [BASIC, PREMIUM or LIFE];
- (2) MOAA members who recently moved into the chapter’s geographic catchment area;
- and
- (3) members who recently opted-in to receive chapter communications.

The president and membership chair typically are the two chapter officers with access to the Committee Module and NRT, though a chapter may request an alternate leader to be assigned as a chapter Committee Module manager. Committee Module managers can pull lists of NRT recruits on the Committee Module in three-month increments. Chapter Committee Module managers are encouraged to make contact with the prospective chapter members on the list as soon as possible. Committee Module managers can find instructions about accessing and saving the NRT report, [using this link](#). CM managers should also check for updates on the “No Contact report” which indicates anyone who *opted-out* of chapter communications since the previous month’s update. Any new person who opts-out of chapter communications will show up at the top of the cumulative “No Contact report”.

Comply with the following MOAA guidelines concerning email addresses provided by MOAA national:

- The email addresses may only be used for official chapter communications inviting the addressees to join the chapter, attend chapter events, or participate in chapter activities.
- No more than three recruitment email messages should be sent to any addressee during a single calendar year. This is to help safeguard against these prospects opting out of chapter communications entirely.
- The email list may not be shared with any other organization or individual without the advance written authorization of the Senior Director, Affiliated Councils & Chapters.
- As you review your NRT list, please identify any incorrect names, addresses, phone numbers, or other contact information you might discover, and send your annotated list to MOAA via email ([MSC@moaa.org](mailto:MSC@moaa.org)) or send a hard copy to MOAA, 201 N. Washington St., Alexandria, VA 22314, ATTN: Member Service Center. Your feedback is vital to make the recruiting lists more accurate, and we appreciate your efforts.
- Any files containing MOAA-provided email addresses shall be maintained in a secure manner, password-protected and accessible only by authorized chapter officers.



Once an individual becomes a chapter member, their email address and other contact information should be added to the chapter's membership records and safeguarded as sensitive personal information. Listed below are tips and best practices for use when using the NRT report data:

- BASIC members – this class of members has a very limited amount of data. You might consider a short email message inviting them to your chapter for a meeting and including a newsletter so the new recruit can see what community engagement your chapter is/has been involved with.
- Premium and LIFE members – these prospects often are easier to recruit because they already believe in the benefits of being a MOAA member. If there's a phone number or email listed in their record, use this method first. If not, the mailing address can be used to send them a note inviting them to a chapter meeting of their choice.
- Surviving spouses are an untapped resource. In addition to contacting surviving spouses identified on your NRT report, contact the MOAA Surviving Spouse virtual chapter and spouses' clubs in your area to identify and recruit potential members.
- If the prospect is an older individual, provide information about your chapter's ride-sharing program to meetings, if one exists. Some older members find it difficult to participate in a chapter, particularly if they have to drive to a chapter meeting that is distant or held at night.
- Follow up by mailing an invitation to join the chapter, particularly if you've not received a response to phone calls and emails.
- Get help from other members of your chapter. Everyone should be engaged in recruiting efforts.

## **Recruiting and Documenting New Chapter Members**

We encourage you to ensure all existing chapter members are national MOAA members, at least at the Basic level, and recruit new members for national MOAA when you recruit them for the chapter. The Common Join Form is an easy way to do both at the same time.

For existing chapter members, chapter leadership needs to obtain and document consent of the chapter member to join national MOAA, even at the free Basic level. It is acceptable to document consent at the local level by either the chapter leader or the member initialing a print-out of the chapter roster, or some similar means. Notify MOAA national of the change in membership status using any of the below methods.

Enroll new Basic (free) memberships on the enclosed "[Common Join Form](#)" or bulk multiple memberships via [Excel spreadsheet](#). As a reminder, a valid email address is required for BASIC membership. We encourage providing BASIC enrollments electronically. However, if you prefer to mail them, please retain a copy of these memberships for your records.



**Mail BASIC Membership Forms to:**

MOAA, 201 N. Washington St., Alexandria, VA 22314-9975

Enroll Premium/Life members electronically or using a paper MOAA membership enrollment form. A printer-friendly version of the MOAA membership enrollment form for Premium/Life is available for downloading and printing from your computer: [online enrollment](#).

A signed check or credit-card instructions must accompany each enrollment form.

**Mail PREMIUM/LIFE (Paid) Enrollment Forms to:**

MOAA, P.O. Box 1488, Merrifield, VA 22116-9820

**Note:** For an individual to qualify as a new recruit, they must know, understand, and consent to becoming a local chapter member. This acknowledgment most often is accomplished by signing a chapter membership application or common join form, by completing an online application, or during a conversation with the potential member.

New chapter members need to be added to the chapter's roster in order to notify National MOAA of the membership. New chapter members can be added in one of two ways.

1. Add a new chapter member (who is already a MOAA member) using the Committee Module by first locating their record through the module. When conducting a search, you must have the person's customer ID or email address. If you know the new member is **NOT** a MOAA member and has never joined MOAA before, use method 2 below. For instructions on adding the new chapter member to the Committee Module, review the [Committee Module instructional guide](#).
2. For a new chapter member who does not already belong to MOAA:
  - a. For a single member, use the [online enrollment](#) form for paid membership; or, use the [Common Join Form](#) for basic membership enrollment.
  - b. Particularly when reporting more than five new members at one time, it is acceptable to consolidate and submit the information on an Excel spreadsheet to [MSC@moaa.org](mailto:MSC@moaa.org). See below for instructions:
    - i. [Instructions on submitting multiple enrollments](#)

**3 STEPS – WHEN SUBMITTING AN  
EXCEL SPREADSHEET TO MOAA HEADQUARTERS  
FOR MULTIPLE NEW BASIC MEMBERS**

**Step One:**

Prepare Excel list of eligible prospects (below is an example)

Last Name	First Name	M I	Address	City	St	Zip	Email	Rank	Serv	Status	Category	Type of Consent	Date of Consent
Smith	Robert	L	123 Foster Ln	Lake Forest	MD	20744	Rob987@icom.com	Col	USAF	Ret	Prospect	Signature	6/6/19



Lane	Mrs. Julie	S	321 Foster Ln	Lake Forest	MD	20744	Julie345@icom.com				Surviving Spouse	Signature	6/6/19
------	------------	---	------------------	----------------	----	-------	-------------------	--	--	--	---------------------	-----------	--------

### **Step Two:**

Ensure that the Excel list includes these column headings:

Prefix (i.e. Mr., Mrs., Ms. or Miss for Surviving Spouses or Former Officers) / First Name / Middle Initial / Last Name / Rank / Service / Status (i.e. active duty, retired or former officer) / \*Email address

For Surviving Spouses, include all of the above except rank/service.

*Optional for Basic Membership: Mailing address / Phone number / DOB (if known) / Spouse Name*

### **Step Three:**

Provide completed Excel list to MOAA's Member Service Center (MSC) at [MSC@moaa.org](mailto:MSC@moaa.org);

Copy email with Excel list to [Chapters@moaa.org](mailto:Chapters@moaa.org).

### **Verification and Add to CM:**

Please allow the MSC staff up to 3 – 5 business days to process memberships;

Committee Module Administrator can then use the email address to verify and add these members to their CM roster.



## RELATED RESOURCES

### Training Opportunities

National MOAA sponsors council and chapter leaders' training workshops to bring council and chapter leaders together for specialized training, to include recruiting and retention: [2025-leadership-workshop-dates.pdf](#). Affiliates in the local area will be invited to attend.

The MOAA Council and Chapter Leaders Resource Manual will be distributed in hard copy format to attending volunteer leaders; this manual is also available for download on the training resources section of Affiliated Councils & Chapters webpage.

Additionally, to better address key chapter-management issues, MOAA offers recorded webinars on individual topics which may be viewed at your convenience from your personal computer. Visit MOAA's website (<https://www.moaa.org/content/chapters-and-councils/chapter-and-council-webinars/>) to view archived webinars such as legislative affairs, event planning, online chapter membership dues joins and renewal, chapter membership roster submission, and more. In addition, recorded videos are available for Monthly Roundtables and quarterly Council President Meetings.

We also recommend watching and using the following two videos to refresh yourself and educate potential recruits on the benefits of MOAA:

[MOAA Chapter Recruitment Video](#)  
[MOAA's 2024 Stakeholder's Report](#)

### Council and Chapter Visit Program

Councils are eligible for a national-level visit annually, while chapters are eligible for a visit every 2 years. These personal visits are invaluable to understanding individual chapter recruitment and retention challenges and tailoring the best national resources available. In person and virtual visits can be scheduled here: <https://request-visit-from-national.cheddarup.com>

### Awards

Consider affiliate awards (such as Communications Awards and Levels of Excellence awards) and individual awards (such as leadership awards, legislative liaison awards, and surviving spouse liaison awards) as ways to build morale and encourage retention and leadership succession. More information on all of these can be found here: <https://www.moaa.org/content/chapters-and-councils/chapters-and-councils/council-and-chapter-awards/>



## Community Relations Support

Being active and visible in the community is one way to attract new members to your chapter, and national MOAA encourages activities that contribute to community welfare. Studies have shown that younger generations may be attracted to organizations that align with their values and be more inclined to joining those that offer activities or opportunities to “make a difference.” To maximize recruiting potential, wear MOAA gear, advertise the event in advance, and try to follow-up by posting stories about the event in the local newspaper, installation publications, your chapter and national MOAA newsletters, and social media. National MOAA has two programs to assist with funding community relations projects.

### Community Outreach Sponsorship Program

MOAA provides financial support for community relations activities and supplies which aid in outreach and recruiting (such as a banner or table covering with your chapter logo). An event must encompass the entire geographic area of the applying council and chapter. Some examples that would meet the spirit and intent of the program include council conventions, chapter events that recognize ROTC/Junior ROTC students and enhance relationships with those schools, and organized recruiting events. Political or advocacy events and direct contributions to your chapter scholarship program are not supported by this program.

Councils can receive one sponsorship of up to \$800 and chapters can receive up to \$300 each calendar year. Requests are addressed by MOAA on a first-come, first-served basis until funds are expended. The council or chapter will be notified of approval status and will receive the funds via EFT within 30 business days after the application is submitted.

View instructions and apply here: <https://www.moaa.org/content/chapters-and-councils/council-and-chapter-management/community-outreach-sponsorship-for-moaa/>.

### The MOAA Foundation Community Outreach Grants

The MOAA Foundation Community Outreach program provides grants to MOAA councils and chapters delivering services-either directly or through partnerships with other community organizations- in one of nine areas of critical military and veteran family need:

- Housing
- Food Assistance
- Employment
- Health (including Behavioral Health)
- Family Support
- Community Reintegration
- Financial Assistance
- Legal Assistance
- Transportation

Many MOAA councils and chapters are engaged in this high-impact community work. Read about the program, scoring and grant criteria [using this link](#). Apply for a grant [using this link](#).



## Internet Presence

Publicity creates favorable recognition of the chapter in the local community, thereby attracting new members. Some members, particularly younger members, may prefer to get their news online and a chapter with an established presence online will have greater reach than one relying solely on traditional media. Consult the Policies and Procedures Guide [using this link](#) for more detail on the following tools and/or contact [chapters@moaa.org](mailto:chapters@moaa.org) for help on getting any of the following started:

**Chapter Web Presence:** Every chapter should have a professional and attractive webpage. If your chapter does not already have one, contact national MOAA about free web presence so that potential members can easily find and contact your chapter. See the Chapter Web Presence page link: <https://www.moaa.org/chapterlisting>

**Social Media:** Consider a private or public Facebook page, Twitter account, and/or Instagram account to publicize activities and keep members engaged between meetings. For a MOAA tutorial on Social Media Presence, use this link: <https://www.moaa.org/content/chapters-and-councils/chapter-and-council-webinars/councils-and-chapters-social-media-guide/>

**Newsletters:** Chapters are highly encouraged to electronically distribute a monthly newsletter.

**Virtual Tools:** Consider virtual meetings or a virtual option for members or potential members who may be interested in attending meetings but are physically unable to do so. Councils currently are eligible for a stipend from MOAA national to pay for a virtual meeting platform and are encouraged to offer to host meetings for their member chapters.



# APPENDIX

## Commonly Used Links

- **Councils & Chapters Webpage:** <https://www.moaa.org/content/chapters-and-councils/chapters-and-councils/>
- **New Leader and Affiliate Checklist:**  
<https://www.moaa.org/contentassets/fa9555168bf443e88bc300c3705a0dcc/new-leader-checklist.pdf>
- **Council and Chapter News:** <https://www.moaa.org/content/chapters-and-councils/council-and-chapter-enewsletters/council-and-chapter-news/council-and-chapter-news-recent/>
- **Council and Chapter Administration**  
<https://www.moaa.org/content/chapters-and-councils/chapters-and-councils/council-and-chapter-administration/>
  - Council and Chapter Leaders Resource Manual:  
<https://www.moaa.org/content/publications-and-media/moaa-publications/council-and-chapter-leaders-workbook/>
  - Policies and Procedures Guide: <https://www.moaa.org/content/publications-and-media/moaa-publications/council-and-chapters-policy-and-procedure-guide-details/>
  - Sign Up for Electronic Funds Transfer:  
<https://www.moaa.org/content/chapters-and-councils/council-and-chapter-management/sign-up-for-electronic-funds-transfer/>
  - Visit Request: <https://request-visit-from-national.cheddarup.com>
  - Trip Reports:  
[https://www.moaa.org/uploadedfiles/content/chapters\\_and\\_councils/council\\_and\\_chapter\\_management/speaker\\_trip\\_report-word\\_version.docx](https://www.moaa.org/uploadedfiles/content/chapters_and_councils/council_and_chapter_management/speaker_trip_report-word_version.docx)
- **Council and Chapter Communications**  
<https://www.moaa.org/content/chapters-and-councils/chapters-and-councils/council-and-chapter-communications/>
  - Electronic Support Messages: <https://my.cheddarup.com/c/request-chapter-e-blast/forms>
  - MOAA Logos and Trademarks: <https://www.moaa.org/content/about-moaa/moaa-logos/>
  - Best Practices for Virtual Meetings: <https://www.moaa.org/uploadedfiles/best-practices-for-virtual-meetings-jul20.pdf>
  - Chapter Web Template: <https://www.moaa.org/content/chapters-and-councils/council-and-chapter-enewsletters/council-and-chapter-communications/chapter-web-template/>
  - Chapter Listings: <https://www.moaa.org/chapterlisting>



- White Label Newsletter Template: <https://www.moaa.org/content/chapters-and-councils/chapters-and-councils/council-and-chapter-communications/>
- **Council and Chapter Community Involvement**  
<https://www.moaa.org/content/chapters-and-councils/chapters-and-councils/council-and-chapter-community-involvement/>
  - Community Outreach Grant application: <https://www.moaa.org/content/forms/community-outreach-grant-application/>
  - Community Outreach Sponsorship: <https://www.moaa.org/content/chapters-and-councils/council-and-chapter-management/community-outreach-sponsorship-for-moaa/>
  - Scholarships: <https://www.moaa.org/content/chapters-and-councils/council-and-chapter-management/community-involvement/community-involvement/#scholarship>
  - ROTC/JROTC Program: <https://www.moaa.org/content/chapters-and-councils/moaa-awards/moaa-rotcjrotc-awards-program/>
- **Council and Chapter Training Materials and Opportunities**  
<https://www.moaa.org/content/chapters-and-councils/chapters-and-councils/council-and-chapter-training-materials-and-opportunities/>
  - Event Schedule: <https://www.moaa.org/content/chapters-and-councils/council-and-chapter-management/council-and-chapter-dates-to-know-2019-2020/>
  - Archived Events: <https://www.moaa.org/content/chapters-and-councils/chapter-and-council-webinars/>
  - Council and Chapter Leaders Resource Manual: <https://www.moaa.org/content/publications-and-media/moaa-publications/council-and-chapter-leaders-workbook/>
- **Council and Chapter Recruiting and Membership**  
<https://www.moaa.org/content/chapters-and-councils/chapters-and-councils/council-and-chapter-recruiting-and-membership/>
  - 2025 Chapter Recruiting Program Guide: <https://www.moaa.org/content/chapters-and-councils/chapters-and-councils/council-and-chapter-recruiting-and-membership/>
  - Council and Chapter Guide to MOAA's Basic Membership: <https://www.moaa.org/contentassets/7b049c57d5e64485ab5389805d501f7d/2024-c-c-guide-to-basic-membership.pdf>
  - Common Join Form: <https://www.moaa.org/contentassets/7b049c57d5e64485ab5389805d501f7d/2024-common-join-form.pdf>
  - Instructions for Filling the Common Join Form: [https://www.moaa.org/uploadedfiles/content/chapters\\_and\\_councils/instructions-cjf\\_fillable-pdf-\(1\).pdf](https://www.moaa.org/uploadedfiles/content/chapters_and_councils/instructions-cjf_fillable-pdf-(1).pdf)
  - Why Join MOAA One-Pager: (Being developed)



- **Council and Chapter Awards**

<https://www.moaa.org/content/chapters-and-councils/chapters-and-councils/council-and-chapter-awards/>

- Certificates: <https://www.moaa.org/content/chapters-and-councils/moaa-awards/moaa-certificates-of-recognition-and-pins/>
- Present and past council and chapter president pins: <https://www.moaa.org/content/chapters-and-councils/moaa-awards/moaa-certificates-of-recognition-and-pins/>
- National-level awards: <https://www.moaa.org/content/chapters-and-councils/moaa-awards/moaa-national-awards-application/>
- Levels of Excellence Awards: <https://www.moaa.org/content/chapters-and-councils/moaa-awards/moaa-levels-of-excellence-awards/>
- Col. Marvin J. Harris Communications Awards: <https://www.moaa.org/content/chapters-and-councils/moaa-awards/col.-marvin-j.-harris-communications-award-contest/>
- Colonel Steve Strobridge Legislative Chair/Liaison Award: <https://www.moaa.org/content/chapters-and-councils/chapters-and-councils/council-and-chapter-awards/#Strobridge>
- Surviving Spouse Liaison Excellence Award: <https://www.moaa.org/content/chapters-and-councils/chapters-and-councils/council-and-chapter-awards/#Spouse>