

# **Council and Independent Chapter Presidents Meeting**

August 7, 2025



# Agenda

- Program Updates and Training Opportunities
- Updated MOAA Privacy Policy Discussion: Jim Carman
- Summer 2025 Advocacy in Action Campaign
- Chapter Health Discussion: Dena Kilgore
- Leader Feedback and Discussion
- Closing Remarks

# Program Updates

- Committee Module (CM)
  - CM, Near Real Time Report, and Do Not Contact List all up and running. Chapters advised to contact [chapters@moaa.org](mailto:chapters@moaa.org) with any issues.
  - Ongoing council and chapter survey on CM/NRT involvement <https://forms.office.com/r/NUyWVSH4gL>
  - Only 56 council and chapters confirming active participation
- Chapter Dues Portal (Cheddar Up)
  - 66 chapters are live and 17 in process of integration
  - Requests to [chapters@moaa.org](mailto:chapters@moaa.org)

# Program Updates

- Why MOAA “One Pager” available soon
  - Editable document available for chapter tailoring
- Redesigning the Council and Chapter webpage
  - More intuitive design with “Leader’s Resource”
  - Commercial program Mapline replacing legacy chapter locator

# Program Updates

- Community Sponsorship Grant Program
  - Funding is exhausted for CY 2025
- Chapter Health and Effectiveness
  - Coordinating with councils to determine health of state chapters
  - ACC is contacting directly at-risk and “dormant” chapters
  - Ground truth is essential to managing resources
- August 13 Leaders Virtual Workshop
  - Anyone is welcome
  - Invitation has been forwarded

# WHY JOIN?



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

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

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



## A LEGACY OF ADVOCACY SUCCESS

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

Championed a historic pay raise for junior enlisted servicemembers in 2024

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

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

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

## STAY INFORMED ON LEGISLATIVE ISSUES AND MORE

### Legislative Action Center

Our Legislative Action Center empowers you to engage with your lawmakers on issues impacting the uniformed services and veteran communities. Learn more at [moaa.quorum.org](https://moaa.quorum.org).

### MOAA Newsletter & Military Officer Magazine

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

## CONTACT YOUR LOCAL CHAPTER:

[Chapter Name]

[Chapter Lead Name]

[Chapter website]

[Chapter Lead contact info]



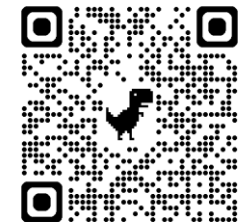
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# Privacy Policy Update

- **Background:**
  - Multiple privacy policies in effect based on member join date
  - Member privacy preferences stored in 3 different data bases
- **Implementation of Revised MOAA Privacy Policy:**
  - Outside privacy policy law experts consulted during development
  - Phased implementation began on July 14
  - Members to be notified of the new privacy policy and will be given the chance to opt out
  - Developing guidelines for chapter communication with non-chapter affiliated national members
  - Council/chapter notifications to begin after allowing members to express their communications preferences
  - Anticipate a significant increase in prospective member data available to chapters after implementation complete

# Privacy Policy Update Communications Summary

Cohort	Action	Notification
Pre-October 2018 members	All to be opted-in for chapter communications	Admin e-mail from MSC informing them of our new privacy policy and potential impact (e-mail V1)
October 2018 to April 2024 and affirmatively opted out of chapter communications	No change in opted-out status	BK e-mail informing of new privacy policy & requesting opt-in (e-mail V2)
October 2018 to April 2024 and defaulted in for chapter communications	No change in opted-in status	Admin e-mail from MSC informing them of our new privacy policy (e-mail V3)
April 24 and subsequent and defaulted in for chapter communications	No change in opted-in status	Admin e-mail from MSC informing them of our new privacy policy (e-mail V3)
April 24 and subsequent and affirmatively opted-out of chapter communications	No change in opted-out status	Admin e-mail from MSC informing them of our new privacy policy (e-mail V3)
Members opted-out due to admin or AMS error with track record of engagement	All to be opted-in for chapter communications	Admin e-mail from MSC informing them of our new privacy policy and potential impact (e-mail V1)

# Privacy Policy Update

- Estimated Implementation Timeline (dates are estimated)
  - 15 Aug: MSC/CEO email notification to membership cohorts
  - 15 Aug-15 Sep: Member Opt-Out window
  - 15 Sep-15 Oct: New prospective member lists consolidated by chapter
  - 15 Oct: Prospective member lists provided to councils and chapters
- Near Real Time Report (NRT) may not be used to provide these additional prospects. Delivery venue is TBD
- Council and Chapter Leader guidance forthcoming
  - Contacting prospective members
  - Safeguarding personal information
  - Providing additional opt-out opportunity
  - ACC staff ready to provide review and guidance of chapter plans

# 2025 Leader Training Workshops



**Leadership Seminar**  
Orlando, FL  
January 16-18  
FL, Other C&C by  
invitation

**Virtual Workshop**  
New Leaders  
March 5  
Focused on New  
Chapter Leaders

**Central Workshop**  
Oklahoma City, OK  
May 2-3  
AR, CO, IA, KS, LA,  
MN, MO, ND, NE,  
NM, OK, SD, TX

**Virtual Workshop**  
Experienced Leaders  
August 13  
Focused on Experienced  
Leaders

**East Workshop**  
Hershey, PA  
November 14-15  
CT, DE, IL, IN, MA, MD,  
ME, MI, NH, NJ, NY, OH,  
PA, RI, VT, VA, WI, WV



# 2025 Roundtable Schedule

January 23 Advocacy in Action	February 27 Committee Module/NRT	March 27 Advocacy in Action Logistics	April 24 Chapter Dues Pay Portal
May 29* Chapter Visit and Awards Programs	June 26 General Counsel Issues	July 24 Recruiting and Retention	August 28 MOAA Virtual Chapters
September 25 Council and Chapter Mentorship	Oct 23 MOAA Foundation	November 20* MOAA Annual Awards	December 18* Year in Review/2026 Outlook

7:00 pm EST

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

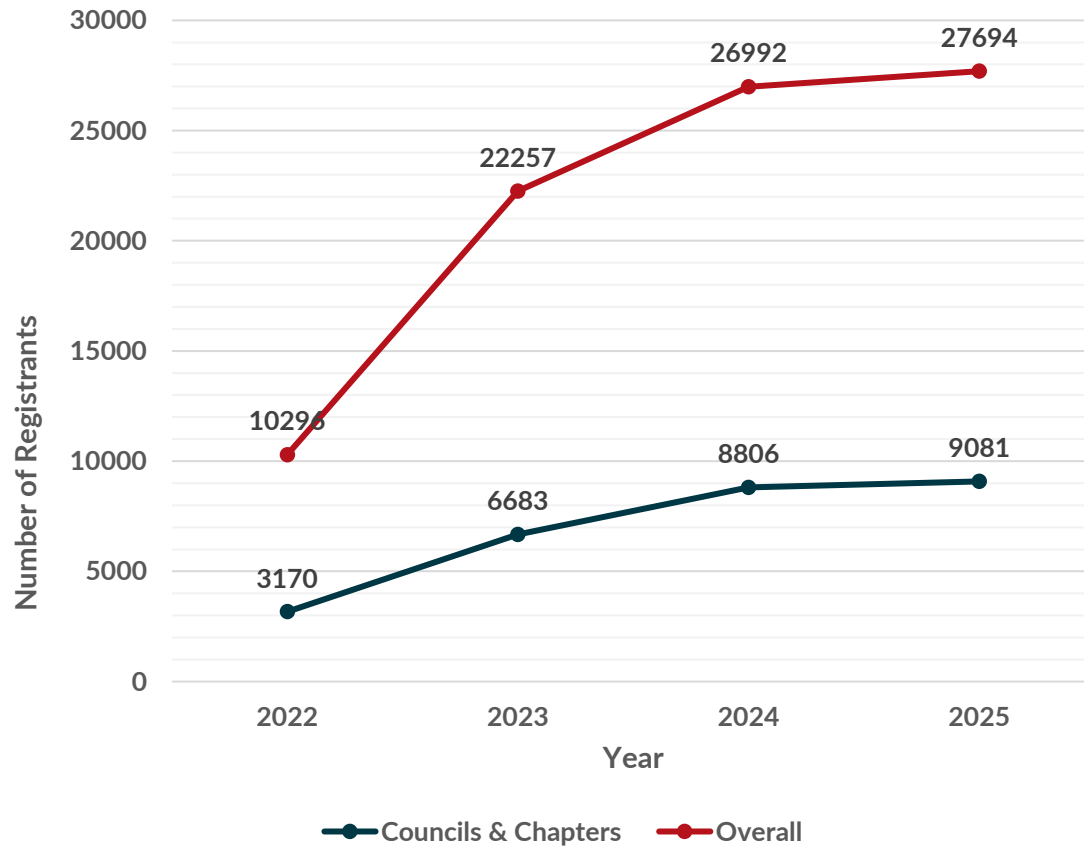


# Summer Advocacy in Action

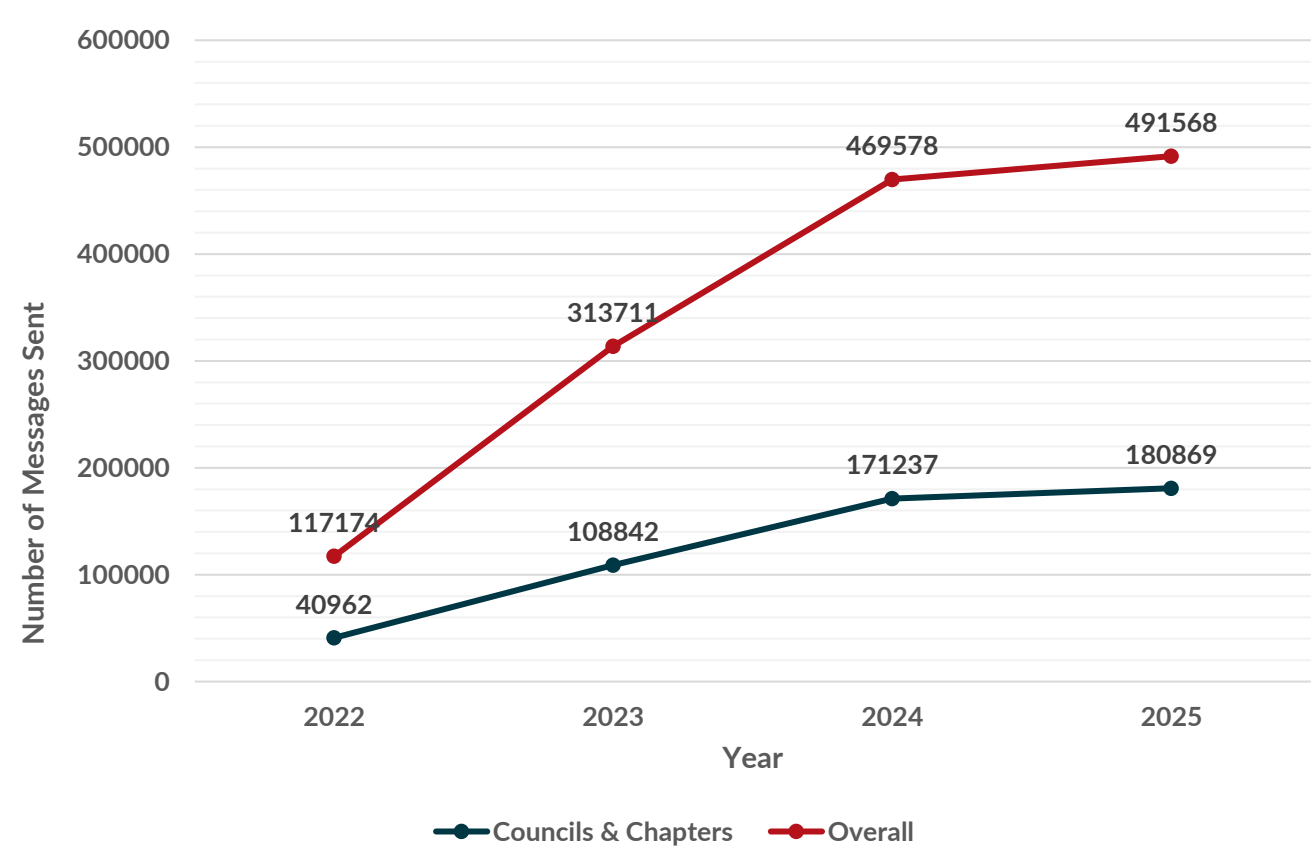
- **Summer AiA with launch article, landing page, and emails to advocates began 8/5**
  - Pivoting topics from Spring AiA due to lawmaker momentum
  - Mid-month single topic calls to action will follow Campaign launch in late August
  - Campaign results to be shared as a part of TMN content and quarterly reporting
- **Topics:**
  - **Major Richard Star Act** – Establishes concurrent receipt for Chapter 61 (medically retired) retirees.
    - Introduced as amendment to the Senate NDAA on 7/22.
  - **TRICARE Access to Care** – NDAA provides a path forward for two bills that would improve access to care.
    - **Improving Access to Prenatal Care for Military Families Act** – Makes pregnancy a TRICARE QLE
    - **TOTAL Care Act** – Eliminates need for OB-GYN referral (brings TRICARE Prime in line with commercial plans)
  - **Military Spouse Hiring Act** – Adds military spouses to the WOTC.
- **Messaging focus:** Supporting servicemembers and military families, is key component of *mission readiness*

# Legislative Action Center Chapter Involvement

Number of Registrants



Number of Messages



# Legislative Action Center Data Overview: New York

As of April 15, 2025:

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



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



# Total Force Plus

- Total Force+ (TF+), will convene at the Gaylord National Conference Center in National Harbor, MD on October 28 and 29, 2025. The conference will be followed by the MOAA annual meeting of the membership, also at National Harbor, on the afternoon of October 30.
- First ever **people conference** to identify solutions to the greatest challenges facing the All-volunteer Force: leadership development, talent management, recruitment and retention, and the veteran and retiree experience.
- Opportunity to reinforce and advance our legislative advocacy agenda, grow membership, broaden support for our two charities, and build the MOAA brand in front of active-duty members, policy makers, and members of Congress.

# Total Force Plus

- Admission for National MOAA members is \$350.00. Currently serving uniform service members are free.
- Limited conference volunteer opportunities available for interested MOAA members.

Contact [info@totalforceplus.org](mailto:info@totalforceplus.org) to be added to the volunteer list. If accepted, the \$350 admission fee is waived, however, volunteers will be responsible for their own transportation to the conference site and their lodging in the DC area.

- E-mail [jimc@moaa.org](mailto:jimc@moaa.org) for more information

# Help Promote TotalForce+ Conference

- A variety of social media tiles are available to download at <https://moaa.photoshelter.com/galleries>:



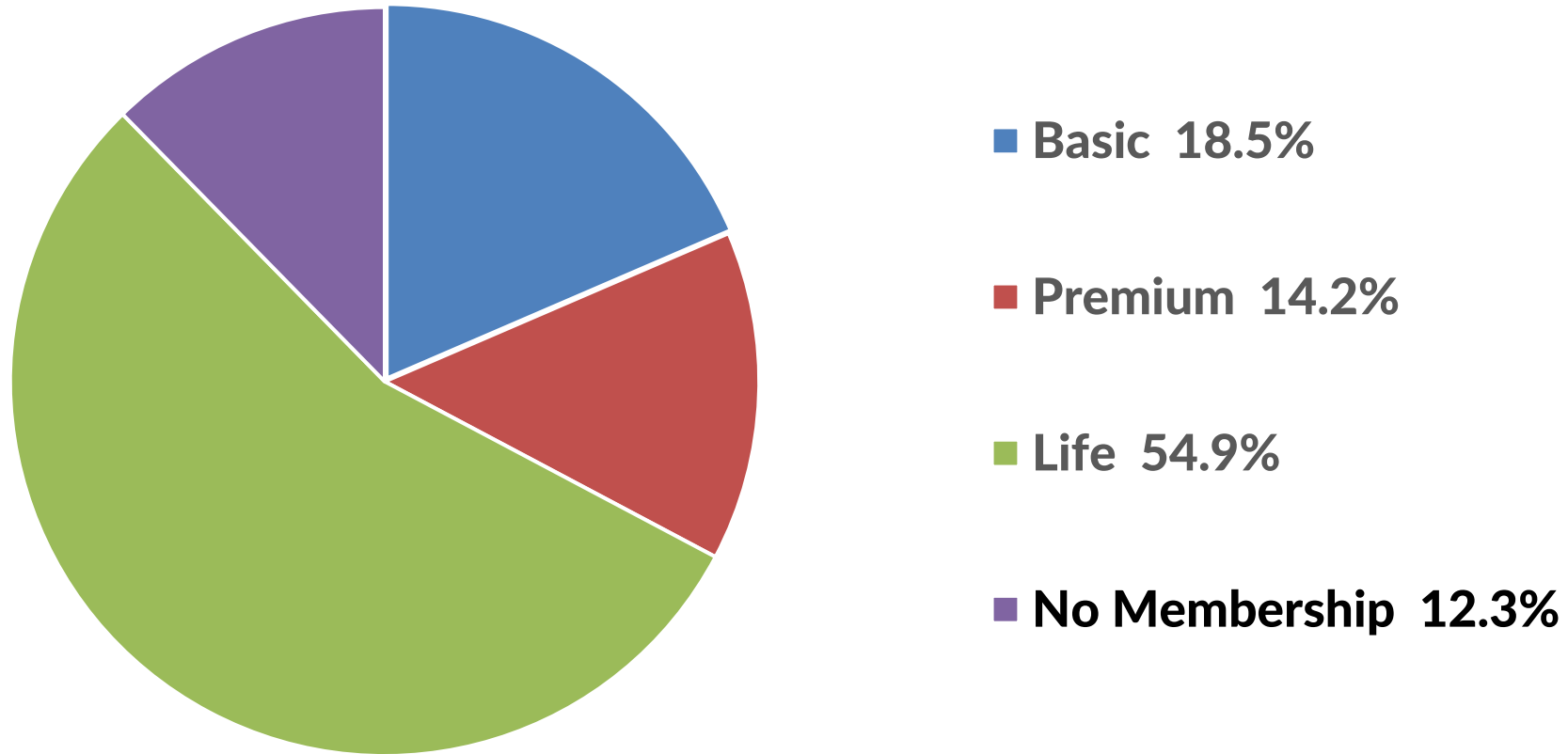
- Share posts from MOAA's social media channels: <https://www.moaa.org/content/MOAA-social-media/>



# State of Councils and Chapters

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

# Chapter Membership Demographics



# Health V. Effectiveness

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

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

# Effective Councils

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

# Effective Chapters

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



# Understanding At-Risk Affiliates

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

# Way Forward

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



# 350,000

## Members

## Strong

## Strength in Numbers

### The Breakdown

BASIC – 46.72%

Paid Membership – 53.30%

### Average Age

BASIC - 55

PREMIUM - 72

LIFE – 79

Overall - 67



# Sustain Chapter System Viability: 1 Metric for CEO Board Brief

Goal 1: A) 50% of expected losses; B) Match expected losses; C) Grow 1% above expected losses

