



MOAA[®]
Military Officers Association of America

Chapter Management South Central Region Workshop

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Senior Director, Council and Chapter
Affairs



Program Updates

- Council and Chapter Affairs Staff update
 - Email chapters@moaa.org
- MOAA Store (Flags, Banners, Workshop Display)
- LOE Changes for 2022
- Association Management System Change
- New Judge Advocates Virtual Chapter



Chapter Administration



Chapter Overview

The healthy chapter:

- Chapter Purpose/Mission
- Legislative Advocacy/Engagement
- Impactful Community Service
- Membership Growth

Often reflected by:

- Use of committee module/other electronic tools
- Up-to-date leadership roster; leader succession plan
- Recruiting and retention statistics
- Use of sponsorship and grant programs
- National and Council engagement
- Training and collaboration

New Leader's Checklist

- ☐ Review the Policies and Procedures Guide in its entirety
- ☐ Familiarize yourself with the contents of the council and chapter page of the moaa.org website
- ☐ Be a national MOAA member (or the spouse of a national MOAA member)
- ☐ Be opted-in to receive communications from national MOAA, to include the TMN and C&C content
- ☐ Ensure the electronic roster is updated with new affiliate officers upon installation
- ☐ Ask for a New President's package from MOAA National if you haven't received one
- ☐ Watch the recordings of the last Leaders Workshop, Round Tables and other leader training opportunities

Affiliate Checklist

- ☐ Have a stated and known mission
- ☐ Officer familiarity with the MOAA website and P&P Guide
- ☐ Subscribe to *The MOAA Newsletter*
- ☐ Proactively address renewals
- ☐ Have a succession plan
- ☐ Regularly submit awards nominations
- ☐ Update CM roster and check NRT monthly
- ☐ Use existing technology/tools
- ☐ Publish a newsletter (print or electronic)
- ☐ Have a well-maintained website and social media presence
- ☐ Regularly engage with Council and national CCA
- ☐ Regularly attend offered training
- ☐ Engage in community service and advocacy activities
- ☐ Engage with other MSOs/VSOs/Coalitions/
Chamber of Commerce

Grassroots Advocacy



Grassroots Advocacy

Goal: influence in every congressional district

- Legislative chair/liaison
- Coordinate Council and Chapter efforts
- Foster relationships with elected officials
- Visit legislators/staffers in home offices
- Participate in the State Legislative Forum
- Keep your chapter members informed and involved
 - Legislative Updates/Alerts in *The MOAA Newsletter* (weekly)
 - **Quorum** Legislative Action Center
 - Participate in Annual Advocacy Events

Impactful Community Service



Crisis Relief Fund

- Based on COVID-19 Relief Program's success.
- Offered to those experiencing financial hardships due to a catastrophic event or crisis:
 - Program administered under The MOAA Foundation;
 - Grants are not guaranteed.
- Eligibility: Service members, spouses, veterans, caregivers, and survivors.
- Eligible individual works with local chapter member to submit application (moaa.org/CrisisReliefApp).
- Chapter member fills out verification form.

Community Outreach Chapter Grants

	2017	2018	2019	2020 / COVID-19	2021 / COVID-19	2022
Applications	9	29	44	48	36	40
Grants Awarded	6	19	22	23 / 11	32 / 17	33
Total Disbursed	\$25,000	\$75,000	\$79,400	\$84,832 / \$55,000	\$87,485 / \$25,175	\$86,058

- Excellent council/chapter community engagement resource
- For more details:
 - Recorded roundtable
 - moaa_foundation@moaa.org

2022 Community Outreach Grant Awardees

Admiral Arleigh Burke	\$1,000	Military park memorial and landscaping
Arizona	\$5,000	Military, veteran, and family community support collaboration program
Cape Canaveral	\$3,000	Homeless veteran and family support
Central Florida	\$1,000	Art therapy program to veterans
Falcons Landing	\$5,000	Direct financial support to veterans/spouses with urgent need
Grand Canyon	\$2,500	Housing, food, and emergency financial relief for veterans in need
Grand Strand	\$5,000	Veterans' emergency assistance and support for those facing homelessness
Greater Baton Rouge Area	\$1,500	Outreach to deployed servicemembers
Greater Dallas & North Texas	\$4,000	Emergency assistance for veterans facing homelessness, eviction, loss of utilities and transportation
Heritage Hunt	\$1,500	Military retreat center to support wounded, ill, or injured members
Hidden Valley	\$5,000	4-day event to provide assistance and support to veterans
Historic Mayport	\$5,000	Food assistance and support to active-duty military families
Indian River	\$3,000	Critical home improvements for veteran homeowners unable to do repairs
Keystone Capital	\$1,640	1-day event to assist and support homeless veterans
Kings Bay	\$1,200	Event supporting local youth joining the military and outreach to others
Lincolnland	\$2,500	Assistance provided to Surviving Spouses, Gold Star Families and veterans
Luke	\$5,000	Housing, food, emergency financial assistance to broad military community

2022 Community Outreach Grants (con't)

Middle Tennessee App #1	\$3,000	Food distribution and pantry support to homeless veterans
Middle Tennessee App #2	\$1,500	Alzheimer's and dementia education summit for the military community
Middle Tennessee App #3	\$3,728	Transition resources for homeless veterans
N Shore & Chicago	\$1,500	Supporting monthly food truck visiting local military group
New River	\$1,000	Supporting Fisher Houses of Camp LeJeune and Fort Bragg
Northwest Arkansas App #1	\$4,240	ROTC mentoring support efforts
Northwest Arkansas App #2	\$1,000	U.S flag education to elementary school students
Northwest Florida	\$4,000	Providing local commissary gift cards to ranks E4 and below
Solano County	\$1,000	Supporting homeless veterans with counseling and housing support
South Central Florida	\$4,000	Financial aid and food pantry supplies to Veterans
Southeast Idaho	\$1,200	Veterans Outreach booth providing benefits information and support to veterans
Southeastern NC	\$1,000	Veteran Education Assistance Grants for college students only
Southeastern Wisconsin	\$2,500	Facility improvements for children's camp who have lost a military family member in service
Southern Maine	\$1,500	Supporting homeless veterans with resources and support
Tampa	\$1,050	Providing long-term-focused support resources to transitioning military
Treasure Coast	\$1,000	Providing hot meals to at-risk and homeless veterans and their families

Community Sponsorship Grants

- Financial support for community relations activities and *supplies* (banner, table covering, etc.)
- Chapters eligible for \$300 annually and Councils \$800 annually
- Apply on the CCA webpage

Recruiting and Retention



Recruiting Resources

- 2022 Chapter Recruitment Guide
- Council and Chapter Policies and Procedures Guide, Section 4.
- Live and Archived Roundtables
- Year in Review video
- Upcoming Chapters video

Best Practices

- Every member is a recruiter
- Build and carry recruiting package
- Website or web presence
- Social media
- Personal connection with local military, civic, and veteran organizations
- More in workbook

Near Real Time Report

- Accessible via Committee Module
 - Provides:
 - New MOAA members
 - Relocated to area
 - Recently opted-into chapter communications
 - National-level recruiting efforts
 - List refreshes every 30 days
 - Historical lists available upon request

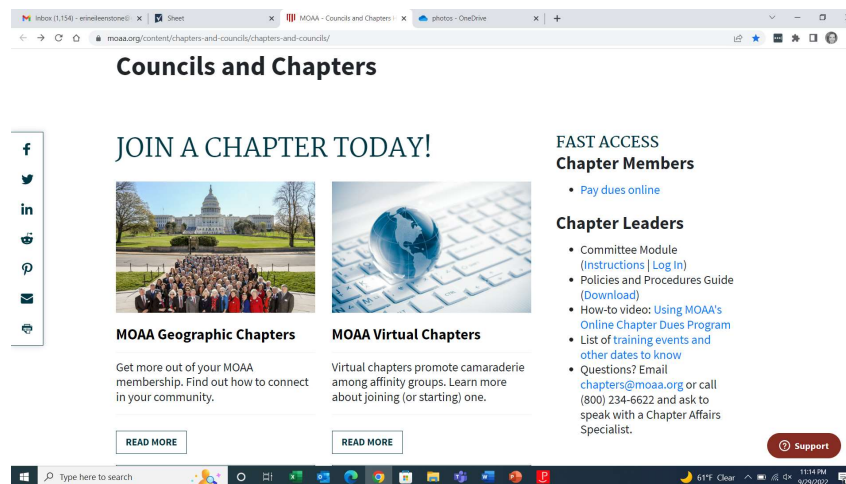
Electronic Support Messages

- Email sent on behalf of the chapter to all National MOAA members within chapter's ZIP codes
- Use these emails to advertise chapter events and activities that could attract potential members
- Two emails per year are available
- Apply via CCA webpage

Chapter Communications



- *Military Officer Magazine*
- MOAA.org
- The MOAA Newsletter
- White Label Newsletter
- Social Media



Blair Drake
Contributing Editor
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Other Resources

- Chapter Visit Program
 - Councils each year
 - Chapters 2-3 years
- Annual Recruiting Incentive
 - \$15 for new or upgrade to Premium
 - \$30 for new or upgrade to Life
 - Paid out to chapters January of the new year
- “RAD Kits” and MOAA table coverings
- Virtual Chapters

Generational Recruiting and Retention

- Use digital (not analog) chapter tools
 - Social media, electronic dues and comms
- Relevant, accessible programming
- Relatable, welcoming chapter members
- Younger generation wants to DO something; make a difference
- Consult with target demographic
- Former officers often join for camaraderie



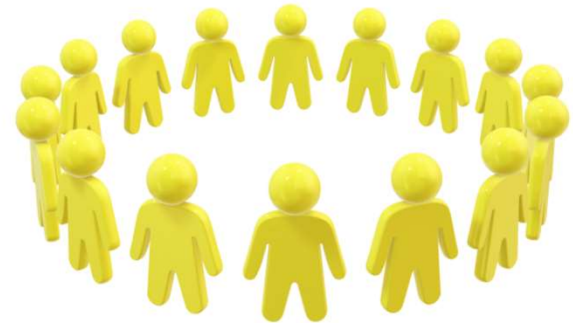
Retention

- Refine and Articulate Mission
- Starts with the first impression
- Be welcoming and inclusive
- Highlight new members in meetings and newsletters
- Facilitate member involvement
- Vary meeting times and venues
- Recognize members and leaders with MOAA awards

Inclusion and Retention

- Welcoming, diverse environment
- Integrate new members quickly
- First impression is key
- Sponsors for new members
- Highlight and Celebrate members

- Programming
- Survey chapter members
- Current events
 - Mission
 - Social



Leadership Succession Tips

- Review present bylaws/fill critical positions first
- Review current term limits
- Consider “fleet up” model with a deep bench
- Generate interest in leadership positions well before nominations
- Identify potential candidates during normal course of business
- Groom and mentor potential leaders and get them involved in a chapter committee
- Be inclusive and proactive in including surviving spouse members and spouses
- Develop a chapter operations handbook
- Have an active awards/recognition program

Revitalization

- Meet and Greet
- “Rescue”
- National and Council representation
- Post Cards
- E-blasts
- Financing



Revenue Generation



Revenue Resources

- Councils: Travel/Virtual Meeting Stipends
- Community Sponsorship Program
- MOAA Vacations Rebate
- AMBA Advertising
- Newsletter Advertising
- Local Retail Sponsors
- AmazonSmile

Levels of Excellence 2022-2023

- Changes promulgated in July
 - January-August activities only a positive
- 3 levels of awards: 3, 4 and 5 star
- Requires Council President input
- Visit reports will be considered
- Raised the bar for some criteria (e.g., CM useage)
- More emphasis on subjective grading than objective criteria
 - 75 Objective / 150 Subjective
 - Allows for greater variance in results

Key Dates and Resources

Key Dates

MOAA Foundation Scholarship Application Window	Nov 1- Mar 1
MOAA Foundation Community Outreach Grant Window	Dec 1- Feb 28
AMBA (Mercer) Ad Program Applications	Jan 1-May 31
Quarterly CP/ICP Meeting	Feb
Harris Communications Award Applications Due	Feb 1
Advocacy in Action	Apr 24-26
Council Presidents Seminar	Apr 27
Levels of Excellence Applications Due	May 1
Strobridge Legislative Chair/Liaison Award Nominations Due	Jun 1
Surviving Spouse Liaison Excellence Award Nominations Due	Jun 1
Input due for October Military Officer Magazine	July 1
Quarterly CP/ICP Meeting	Aug

2022 Roundtable Schedule

December 30 Communications Awards	January 27 Social Media Cookbook	February 24 Advocacy & Quorum Platform	March 31 Generating Revenue	April 28 Crisis Relief Fund
May 26 Media Exposure & October Issue	June 30 Recruiting	July 28 Event Planning	August 25 Community Outreach	September 29 LOE Changes
	Oct Transition Services	November 17 Retention	December 29 2022 Review & 2023 Preview	

2023 Roundtable Schedule (Draft)

January 26 Legal Topics	February 23 Chapter Communications	March 30 Advocacy	April 20 [*] Fonteva
May 25 Awards	June 29 Advocacy	July 27 Chapter Assessments	August 31 Finance and Benefits
September 28 Generational Recruiting	Oct 26 Community Outreach	November 30 Retention	December 28 2023 review 2024 preview

Last Thursday of each month (*exception), at 7:00 pm ET

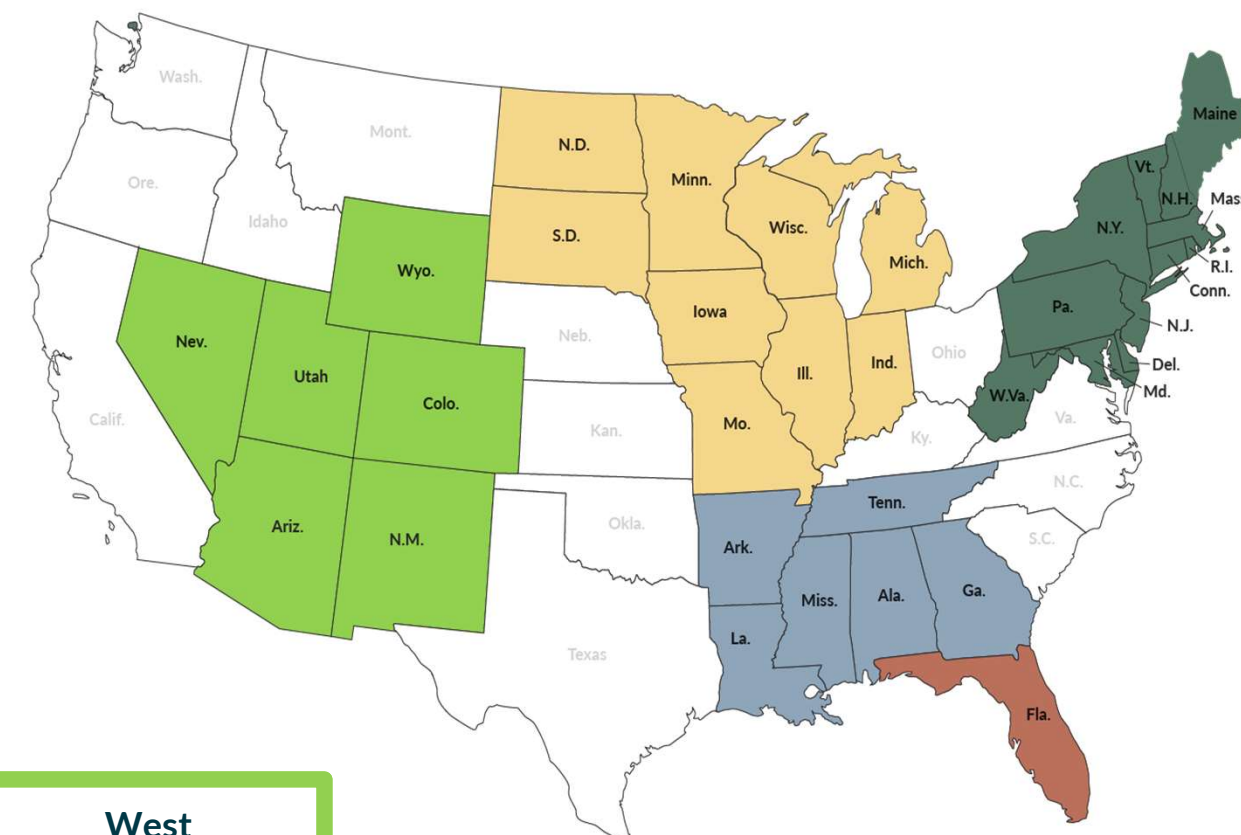
2023 Leader Training Workshops

Leadership Seminar
Orlando, FL
January 6-7
FL, Other C&C by invitation

Mid-South
TBD
February 24-25
AL, AR, GA, LA, MS, TN

North-East
TBD
June 3-4
CT, DE, MA, MD, ME, NH,
NJ, NY, PA, RI, VT, WV

North-Central
Sep 22-23
IA, IL, IN, MI, MN, MO, ND,
SD, WI



West
TBD
November 17-18
AZ, CO, NM, NV, UT, WY

Resources



- www.moaa.org
 - C&C Policies and Procedures Guide
 - Leaders Workbook
 - Webinars
 - Electronic Newsletter
- chapters@moaa.org
- 1-800-234-MOAA