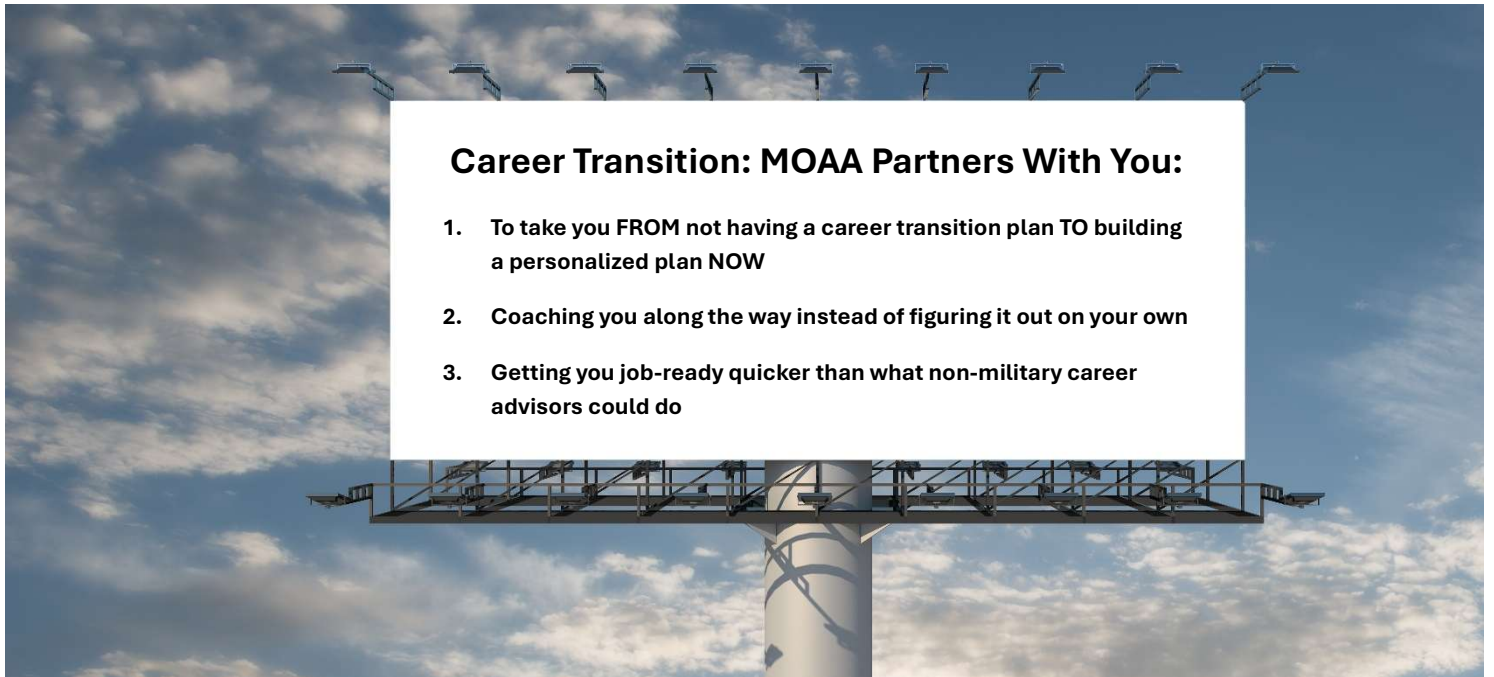


Chapter Billboards



Goal: Develop 2-3 billboards that your chapter can use in its recruitment efforts. Consider the value proposition your chapter offers and how these benefits can help prospective members meet their goals or address their most pressing issues.

Tip: Reference billboard examples to help get started.

Potential Billboard Topics:

1. Networking
2. State Advocacy
3. Scholarships
4. Community Involvement



Billboard Examples

Topic: Advocacy

Persona: All

Headline: MOAA Protects and Defends Your Earned Benefits Everyday

Evidence #1: Sustained military pay raises.

Evidence #2: COLA -1 decision reversed in days, saving retirees \$120,000+ in a lifetime

Evidence #3: Averted disproportional TRICARE fee hikes.

Question/Call to Action: What can I tell you more about?

Topic: Scholarships/Interest-Free Loans and Grants **Persona:** Mid-Grade/Senior Officers, Spouses

Headline: MOAA partners with you AND your family

Evidence #1: Make college more affordable now

Evidence #2: Interest free loans will ease your financial burdens

Evidence #3: Flexible repayment plans

Question/Call to Action: Apply to our program today.

Topic: MOAA is where your family is

Persona: Junior, Mid-Grade, Senior Officers

Evidence #1: Take care of your family while you're away

Evidence #2: Reconnect after deployment

Evidence #3: Affect positive legislative change in your military community

Question/Call to Action: Connect with your local MOAA chapter.

Topic: Financial Education and Information

Persona: All

Headline: Your trusted financial partner for unbiased answers and financial education

Evidence #1: We are on your side, MOAA financial consultants are experienced professionals who are here to support your concerns.

Evidence #2: Get your questions answered without the sales pitches

Evidence #3: Go into your next financial adviser meeting well prepared to ask the right questions and understand the traps

Question/Call to Action: What insights would you like to know about your financial plan?

Topic: Chapter Involvement

Persona: All

Headline: Find camaraderie with a purpose at MOAA

Evidence #1: Participate in community service events supporting veterans

Evidence #2: Engage with state legislators on issues that matter to you

Evidence #3: Network with current, retired, and former military officers

Question/Call to Action: Ask me about getting involved today!



Billboard Worksheet

Topic: _____

Target Persona: _____

Headline: _____

Evidence #1: _____

Evidence #2: _____

Evidence #3: _____

Question/Call to Action: _____

Topic: _____

Target Persona: _____

Headline: _____

Evidence #1: _____

Evidence #2: _____

Evidence #3: _____

Question/Call to Action: _____



Topic: _____

Target Persona: _____

Headline: _____

Evidence #1: _____

Evidence #2: _____

Evidence #3: _____

Question/Call to Action: _____

Topic: _____

Target Persona: _____

Headline: _____

Evidence #1: _____

Evidence #2: _____

Evidence #3: _____

Question/Call to Action: _____
