



MOAA Chapter Member Persona Worksheet

Goal: List the 1–2 most valuable offerings your chapter does or can provide for each member persona, based on their life stage, needs, and motivations.

Tip: Think in terms of **benefit language** (what they *gain*), not just features (what you *offer*).

1. 20–30 | Junior Officer | “Starter Life”

Primary Motivators: Career growth, networking, mentorship, financial literacy

	Offering or Activity	What Need Does It Solve?
1		
2		

2. 31–45 | Mid-Grade Officer | “Family Life”

Primary Motivators: Family support, childcare/education resources, work–life balance, housing & benefits navigation

	Offering or Activity	What Need Does It Solve?
1		
2		

3. 46–59 | Senior Officer | “Transitional Life”

Primary Motivators: Transition to second career, networking, resume support, VA/benefits clarity

	Offering or Activity	What Need Does It Solve?
1		



	Offering or Activity	What Need Does It Solve?
2		

4. 60–70 | Early Retiree | “Retired Life”

Primary Motivators: Purposeful engagement, volunteerism, financial planning, social connection

	Offering or Activity	What Need Does It Solve?
1		
2		

5. 70+ | Fully Retired | “Hard-Worked Life”

Primary Motivators: Legacy, health care navigation, community belonging, senior-specific benefits

	Offering or Activity	What Need Does It Solve?
1		
2		

6. 60+ Surviving Spouse

Primary Motivators: Benefits help, grief support, connection, advocacy

	Describe Program / Activity	What Need Does It Solve?
1		
2		



7. Spouse

Primary Motivators: Community, benefits clarity, career continuity, military family support

	Offering or Activity	What Need Does It Solve?
1		
2		

8. Former Officer

Primary Motivators: Benefits access, career support, purpose after service, peer connection

	Offering or Activity	What Need Does It Solve?
1		
2		

☒ Reflection

Which three personas represent your *best chapter growth opportunity*?

1. _____
2. _____
3. _____

Things to Consider:

What is the status of offerings you have in place?

- ☐ Fully developed
- ☐ Needs improvement
- ☐ Needs to be created from scratch



Who should own the outreach for each persona?

(Ex: Membership Chair, Surviving Spouse Liaison, etc.)

☒ **Action Plan**

Please engage with your chapter leaders further on the value propositions your chapter offers each persona and consider how to refine your messaging to best promote chapter membership.

Ideas will take back to my chapter to put into action:

1.

2.

3.
