# Affiliated Councils and Chapters Roundtable: Advocacy in Action 2026 November 20, 2025



# Agenda

- Advocacy in Action 2026
  - Lt Gen Brian "BK" Kelly, President and CEO
  - Maj Gen April Vogel, Vice President, Government Relations
  - Government Relations Staff
- Program Updates and Important Dates
- Discussion



#### **Admin**

- Stay on "Mute" unless speaking
- Raise electronic hand to be called upon
- State your name and position with your question or comment
- Be concise and respectful of time
- Utilize the chat box as desired
- Session will be recorded



# Advocacy in Action (AiA) 2026

- Date: April 13–16, 2026
- AiA Topics: Still being determined
- Other Key Details:
  - MOAA will be using Soapbox Consulting for scheduling next year.



## **Soapbox Rationale**

#### We are using Soapbox to:

- Standardize and centralize scheduling
- Improve data collection to enhance performance and effectiveness
- Align with MOAA's Advocacy Strategy

#### We are not using Soapbox to:

- Schedule meetings with as many offices as possible
- Hurt advocates' relationships with CODELs



# MOAA's Advocacy Strategy

#### Key Factors Necessitating Change:

- Regular order is nonexistent: omnibus bills becoming the norm, less floor votes
- Hyperpartisan politics and increasingly challenging fiscal environment
- High level of uncertainty on Capitol Hill
- Constituent presence means AiA is a critical opportunity to introduce key issues.

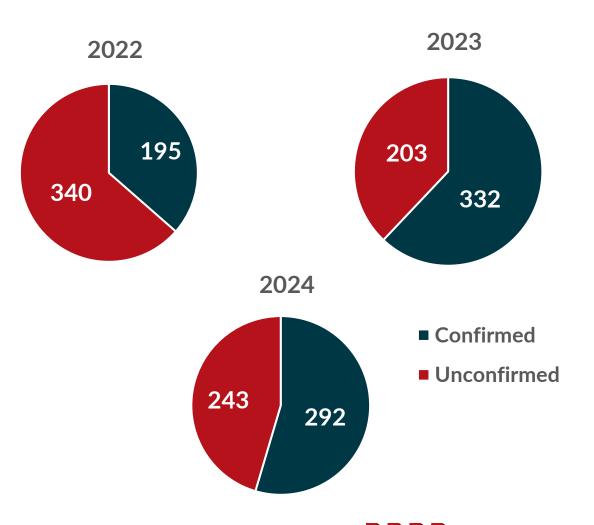
#### Strategy Components:

- Tiered Approach Our advocacy focuses on fewer bills, while increasing efforts on those bills.
- Targeted Engagement Identify key lawmakers, based on committees of interest, congressional influence, military background, and familiarity with issues.
  - Focus efforts on connecting with those lawmakers.



#### **Past Effectiveness**

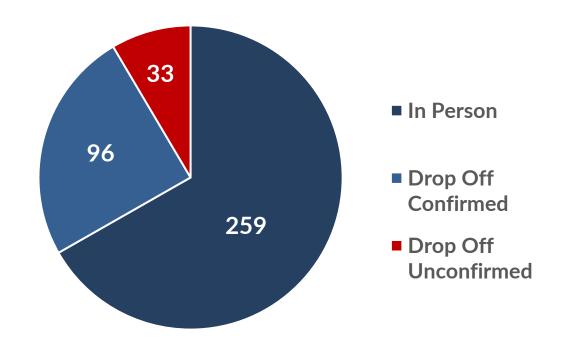
- In prior years, our strategy was to target all 535 offices
- Meetings confirmed (both drop-off and in person):
  - **2022 195 (36%)**
  - **2023** 332 (62%)
  - **2024** 292 (54%)
- Non-reported meetings can't be used to measure effectiveness





## Soapbox Effectiveness

- In 2025 MOAA targeted 388 offices
  - AiA leaders were requested to submit feedback on those targeted offices.
- Soapbox scheduled 259 in-person meetings and confirmed completion of all 259.
- Soapbox assigned 129 drop offs and received reports of 96 completed.
- Soapbox scheduled 58 principal level meetings.
- 70% of participants approved of Soapbox in post event surveys.





### Plan of Action for AiA 2026

MOAA will designate the targeted offices based on our strategy.
 We will ask C&C leaders if any members are missing from that strategy.

- Better Leveraging of Personal Relationships:
  - AiA registration form will ask who you know, Soapbox will leverage that relationship for initial scheduling.
  - In rare cases, to secure meetings Soapbox may re-engaged with participants finalize meetings.



# **ACC Program Updates**



## **MOAA's Updated Privacy Policy Timeline**

	Date	Event
	Mid-October	National members notified of privacy policy change via e- mail and new privacy policy posted on MOAA.org
<b>/</b>	Notification through Nov 21	30-day implementation period to allow national members to change communication preferences
<b>\</b>	Mid-November	National team to share recommended communications guidelines for chapter communications with prospective chapter members
	Mid-December	Newly opted-in member contact information shared with council and chapter leadership
	Janu	Near-real-time Report (NRT) restored

## **Program Updates**

- Redesigned Council and Chapter Webpage
  - New Chapter Locator searchable by distance
  - Discontinues "Web Presence" and replace with council/chapter link to your webpage
  - Leaders should consider generic vice personal email addresses and P.O. Boxes vice personal home addresses
- Travel and Tech Stipend Offering to Council Presidents



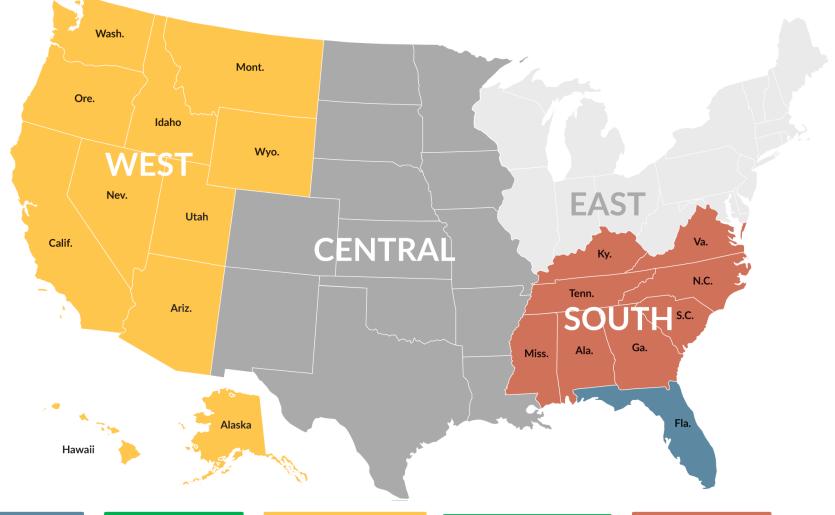
#### **LOE Award Criteria**

- 2025: No substantial changes to criteria. Released guidance to all presidents.
- 2026: Establishing criteria for LAC involvement
  - Use available data to recognize advocacy efforts
  - Graded criteria will be percentage-based
  - 2026 guidance to be released Late-November

## **Important Dates**

- Nov 20: Monthly leaders roundtable on AiA 2026
- Dec 1 Jan 31: LOE, Harris Communications, Strobridge, and Surviving Spouse Liaison Excellence Awards submission dates
- Dec 1 Feb 28: MOAA Foundation Community Outreach Grants submission window

#### **Draft 2026 Leader Training Workshops**



Leadership Seminar Orlando, FL January 29-31 FL, Other C&C by invitation Virtual Workshop New Leaders March TBD Focused on New Chapter Leaders West Workshop San Diego May 28-29 AK, AZ, CA, HI, ID, MT, NV, OR, UT, WA, WY Virtual Workshop
Experienced Leaders
August TBD

Focused on Experienced Leaders

South Workshop TBD November TBD AL, FL, GA, KY, MS, NC, SC, TN



#### 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\*

December 18\* Year in Review/2026 Outlook

7:00 pm EST \*Adjusted from 4<sup>th</sup> Thursday to Avoid Conflict



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January 22
Privacy Policy
Implementation
Update

February 26 Committee Module/NRT March 26
Advocacy in Action
Logistics

April 23 Chapter Dues Pay Portal

May 14\*
Chapter Visit and
Awards Programs

June 25
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July 23 Recruiting and Retention August 27 MOAA Virtual Chapters

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MOAA Annual
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