

Townhall with MOAA President & CEO Report



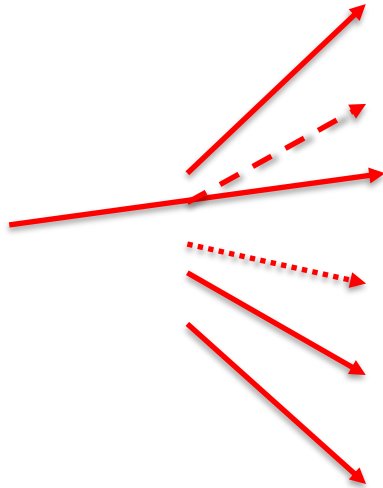
MOAA's Top Challenges

- 1) **MOAA Long-Term Financial Stability**: Revenues lag expenses (starting in FY24) requiring larger annual portfolio draws
- 2) **MOAA Foundation Stability**: Foundation does not currently receive enough donations or have an endowment to cover program costs
- 3) **Sustaining and Increasing MOAA Membership**: Overall membership is growing (basic) while paid membership is declining
- 4) **Chapter System Viability**: Chapter members are our most involved advocates, yet chapter membership is declining
- 5) **Strengthening MOAA's Brand and Reach**: Synchronizing and maximizing MOAA engagement is essential to meeting advocacy, revenue, membership, and philanthropic goals
- 6) **Maintaining Key Advocacy Positions & Mission Focus**: Key earned benefits in health care and compensation continually under budget pressure and non-mission centric distractions



TF+ Overall Benefits

TF+



- 1) MOAA Long-Term Financial Stability
 - 2) MOAA Foundation Stability
 - 3) Sustaining and Increasing MOAA Membership:
 - 4) Chapter System Viability
 - 5) Strengthening MOAA's Brand and Reach
 - 6) Maintaining Key Advocacy Positions & Mission
- Focus