# East Leaders Workshop Hershey, PA November 15, 2025



# State of Councils and Chapters

#### Current numbers:

- 32 councils
- 321 geographic chapters (down 21 from last report)
  - Majority of lost chapters reflects final closing of known dormant chapters
- 7 virtual chapters 1, 329
- 9 satellite chapters

## Why are we losing chapters?

- Lack of leadership
- Stagnant or declining membership
- Aging demographic





# **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
Notification through Nov 21	30-day implementation period to allow national members to change communication preferences
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**

### Encouraging chapter engagement metrics (all trending up)

- 9,209 of 28,790 total LAC registrants are chapter members
- 100 affiliates utilizing Committee Module and Near Real Time Report
- 95 affiliates participating in Online Chapter Dues Portal (Cheddar Up)

## Incentivizing LAC participation in 2026 Levels of Excellence Award

- Criteria will be percentage-based to provide equity across chapters
- Data available on a quarterly basis to council and chapter leaders

### Annual Council Travel and IT Stipends All Presidents Email 11/18



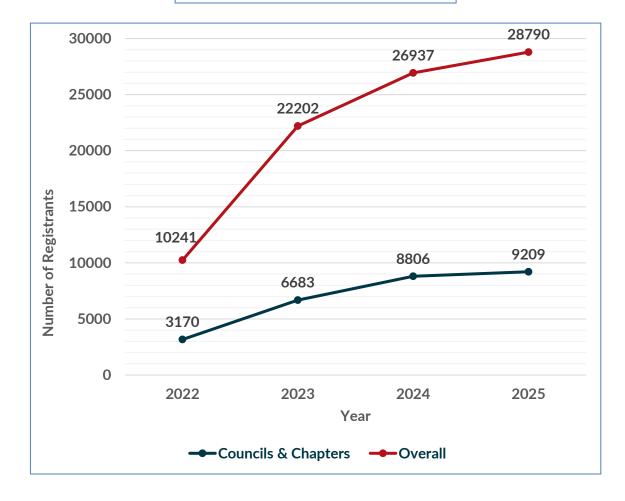
# **Program Updates**

- 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

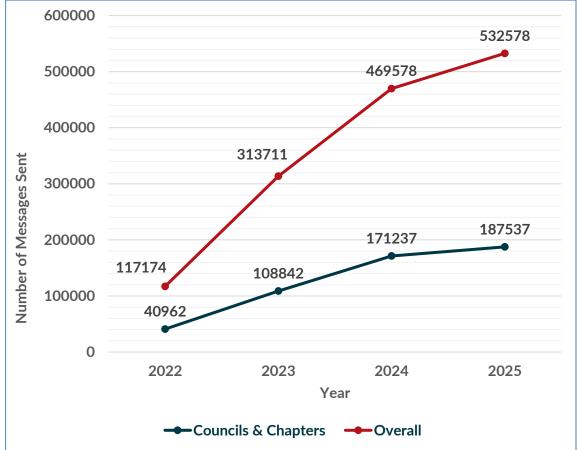


## Legislative Action Center: Chapter Involvement

#### **Number of Registrants**



#### **Number of Actions**





## Legislative Action Center Data Overview: Ohio

#### As of July 11, 2025:

Total Registered Advocates: 626 (219/35% from C&C Members)
 Total Actions Taken: 769 (293/38% from C&C Members)



Chapter Name	No. of Registrants	No. Of Actions Taken
OH00: Ohio Council of Chapters	13	25
OH02: MOAA Central Ohio Chapter	46	53
OH03: Greater Cincinnati Chapter	46	64
OH04: Greater Cleveland Chapter	23	25
OH05: Dayton Area Chapter	47	17
OH08: Ohio Western Reserve Chapter	29	93
OH10: Mahoning and Shenango Valleys Chapter	15	16

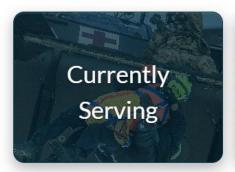




### **Featured Advocacy Campaigns**



#### MOAA's Advocacy By Issue Area











## **LOE Award Criteria**

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



# 2026 Operating Budget Highlights

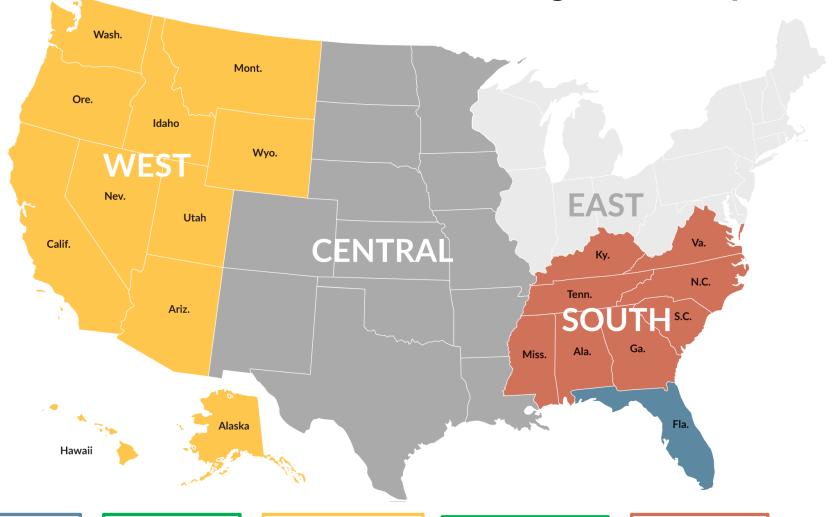
- Strong enterprise-wide imperative to narrow expense/revenue gap:
  - Planning 100 to 105 council/chapter visits
  - \$500.00 admin allowance for virtual chapters
  - Maintain ROTC medal subsidy
  - IT budget supports Survey Monkey Apply platform, online dues collection, and council IT/travel allowance
  - Planning for increased participation in 2 regional workshops; selectively support second night of lodging for long-distance travelers
  - Budgeting for 80 AiA augmentees



# **Important Dates**

- Nov 14-15: East Regional Workshop, Hershey, PA
- 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 Experiences

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\* 2026 Advocacy in Action

December 18\* Year in Review/2026 Outlook

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



## 2026 Roundtable Schedule

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

September 24
Council and Chapter
Mentorship

Oct 22 MOAA Foundation November 19\*
MOAA Annual
Awards

December 17\*
Year in
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Outlook

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



# **Chapter Health and Effectiveness**

A healthy chapter or council is an organization that is able to sustain itself over time.

An effective chapter or council is one that positively impacts MOAA's mission.



## **MOAA's Mission**

To preserve and protect earned benefits for our uniformed services, veterans, their families, and surviving spouses through advocacy, leadership, education, and service.



## **Effective Councils**

- Represent the consensus of member chapters
- Mentor chapter leaders
- Provide a forum for exchange of ideas
- Lead and coordinate state legislative matters in interest of the military and veteran community
- Support MOAA's legislative and other priorities
- Visit chapters, participate in virtual meetings
- Help monitor and maintain healthy affiliate system of chapters



# **Effective Chapters**

- Have a clearly stated chapter purpose/mission statement
- Focus on leadership pipeline and best practices
- Impact legislation through advocacy and engagement
- Engage in impactful community service
- Promote membership growth through recruitment and retention
- Demonstrated through Levels of Excellence award criteria



## **Areas of Focus**









#### Leadership

- Succession planning
- Best practices
- MOAA resources
- Collaborating

#### Membership

- Strategic outreach
- Updating rosters
- Effective communications
- Surviving Spouses

#### **Community Service**

- Camaraderie with a purpose
- Meaningful impact
- Brand recognition

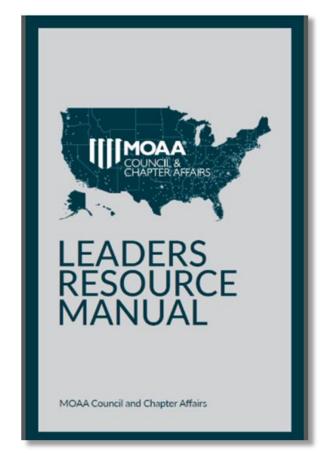
#### Advocacy

- Mission first
- Engage members
- Never Stop Serving



## **Tools for Leaders**

- New Leader's Checklist
- MOAA Council & Chapter Leaders Resource Manual
- Council and Chapter Policies and Procedures Guide
- Recruitment Guide
- MOAA website
- Videos, publications Surviving Spouses
- Monthly Leaders Roundtables
- Leaders Workshops
- All Presidents messages





## **Tools for Leaders**

- Electronic support messages, postcards
- White label newsletter
- MOAA web presence
- MOAA store: chapter gear, discounted medals
- Retiree Appreciation Day kits
- Grants and scholarships
- Cheddar Up for online chapter dues and donations
- MOAA Photo Galleries: moaa.photoshelter.com
- Why join MOAA "one pager"



## New Leader's Checklist

- 1. Review the Policies and Procedures Guide in its entirety
- 2. Familiarize yourself with the contents of the council and chapter page of the moaa.org website
- 3. Be a national MOAA member (or the spouse of a national MOAA member)
- 4. Be opted-in to receive communications from national MOAA, to include the MOAA Newsletter



## New Leader's Checklist

- 5. Ensure the electronic roster in the Committee Roster is updated with new affiliate officers upon installation
- 6. Ask for a New President's package from national MOAA if you haven't received one
- 7. Watch the recordings of the last Leaders' Workshop, Roundtables, and other leader training opportunities



## WHY JOIN?



As champions of the uniformed services community, MOAA is dedicated to protecting your hard-earned benefits while providing the resources, programs, content, and other support to make an active, impactful difference in your life and the lives of your family.

Our identity is defined by getting results on Capitol Hill, and we invite all officers and surviving spouses to join us in this critical fight. By becoming a dues-paying MOAA member, you will help fuel our ongoing advocacy efforts on your behalf.

For state and local issues, MOAA chapters lead the way. Find camaderie with a purpose by joining your local chapter. Scan the QR code for more information or reach out to your local chapter.



#### A LEGACY OF ADVOCACY SUCCESS

Worked to establish TRICARE For Life in 2001 and to defeat multiple enrollment fee proposals since Championed a historic pay raise for junior enlisted servicemembers in 2024 Celebrated passage of the Dole Act to provide needed support to veterans and caregivers in 2024

Other legislative wins we have played a critical role in accomplishing over the years — further demonstrating why MOAA has been named a Top Lobbyist by The Hill 18 years in a row:

- Modernized the GI bill for the 21st century
- Expanded benefits for veterans harmed by burn pits through the PACT Act
- Repealed the SBP-DIC Offset ('Widows' Tax')
- Enhanced protections for families residing in military housing
- Secured back pay for federal recognition of promotions
- Defeated the 'COLA minus 1 Percent' reduction in retired pay
- Halted military treatment facility downsizing
- Boosted compensation significantly for retirees with 50% VA disability or greater

### STAY INFORMED ON LEGISLATIVE ISSUES AND MORE

#### Legislative Action Center

Our Legislative Action Center empowers you to engage with your lawmakers on issues impacting the uniformed services and veteran communities. Learn more at moaa.quorum.us.

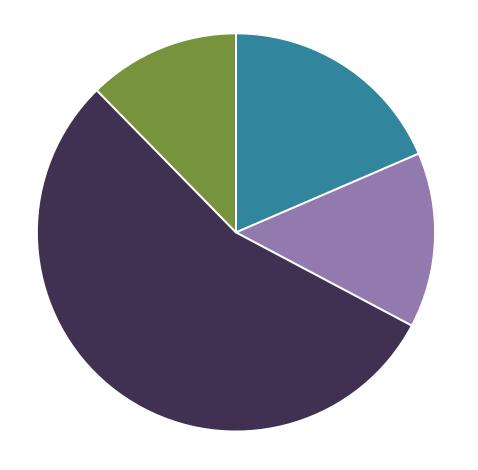
#### MOAA Newsletter & Military Officer Magazine

MOAA offers a weekly e-newsletter with updates on legislation, benefits, finance, and more, plus a monthly magazine featuring in-depth coverage of military life and policy issues.

CONTACT YOUR LOCAL CHAPTER:	
CHAPTER NAME	CHAPTER LEAD
CHAPTER WEBSITE	CHAPTER LEAD CONTACT



# Chapter/MOAA Membership Demographics



■ Basic 18.5%

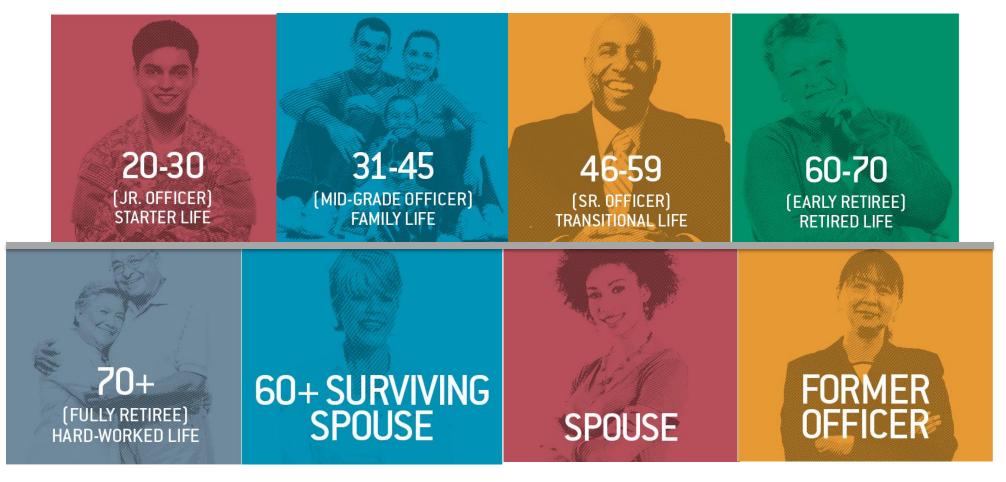
**■** Premium 14.2%

■ Life 54.9%

■ No Membership 12.3%



## **MOAA's Member Personas**





## Personalize Your Pitch

- Begin with the mindset of helping the individual succeed.
- Listen first so you can address problems the individual or the results they want to achieve.
- Use MOAA's member personas as a guide:
  - Overarching messaging
  - Generational markers and influences
  - Relevant MOAA benefits
- Add chapter benefits and activities



# **Virtual Chapters**

- Military Nurses
- Surviving Spouses
- Chaplains
- Military Lawyers
- Public Health Services (PHS) Officers
- Spouses and Family
- Public Affairs and Communication Professional



# Tips for Engaging Younger Members

- Mix-up meeting schedule
- Consider family picnic, putt-putt, bowling, pub night
- Challenge young officers to a friendly competition
- Network across other VSOs and MSOs
- Provide meaningful opportunities to engage
- Share info on Foundation's educational assistance program
- Demonstrate how their lives are benefited by MOAA
- ASK



# Impact of MOAA Charities

#### **MOAA Foundation**

To prevent and protect veterans from crisis.

## MOAA Scholarship Fund

\$18M in interest-free loans and student grants for 2025-26



#### Platinum

Both MOAA Charities are Platinum rated by Guidestar!



#### 100+

individuals & families in crisis have received financial assistance through The MOAA Foundation's Crisis Relief program



17,000+

students have received assistance from the MOAA Scholarship Fund

# **MOAA Foundation Crisis Relief Program**

- Up to \$1,000 for immediate needs
- Apply within 90 days of crisis event
- Open to all services, all ranks
- Open to currently serving, veterans, spouses, and military and veteran caregivers



# **Community Outreach**

- Key to engaging younger members: "Make a difference."
- Community Outreach Sponsorship
  - \$300 chapter/\$800 council
- MOAA Foundation Community Outreach Grant Program
  - Up to \$5,000
  - Dec 1- Feb 29 application window



# State Legislative Exchange Network

**Quarterly meetings** 

Tuesday, January 20, 2026 8:00 PM- 9:00 PM

Harold Cooney, COL, USA (Ret)
Don Wolfinger, LTC, USA (Ret)
Shelly Kalkowski, LTC, USAF (Ret)
Steve Chamberlin, CAPT, USCG (Ret)

Resources For State Advocacy

https://www.slef-moaa.com

Team@slef-moaa.com



## Non-Dues Revenue

November 2025



# Why Non-Dues Revenue is Important

- What is NDR: Income generated from sources other than dues
- Reduces risk
- Enhances value proposition
- Supports retention
- Enables innovation



## **Before You Get Started**

- Align with your mission
- Diversification: a few small-medium revenue sources are better than one large initiative or funder
- One size does not fit all
- Understand your state's solicitation requirements



# **Online Options**

#### Rules:

- You should have a way to collect \$ online
- Don't make it hard to for people to give you money
- Communicate, tell stories, be good stewards

#### Tactics:

- Emails
- Merch (UBIT caution). Bonfire
- Virtual events
- Paid advertising
- Local grant opportunities (ex: Community Outreach Grants!)

# **In-Person Engagements**

- Rules:
  - Resources and buy-in required
  - Time is your friend
  - Measure and adapt
  - Communicate impact
- Events: (proceed with caution)
  - Golf tournaments
  - Awards dinners
  - Auctions
  - Runs
- Restaurant nights
- Sponsorships and partnerships



# What has worked for you?



