

Communications Best Practices

November 14, 2025

Hershey, PA



Agenda

- 10 Tips For Improved Communications
- Copyright Refresher
- Additional MOAA Resources
- What's Working
- Peer Examples
- Sneak Peek at Chapter Locator

10 Tips For Improved Communications



Keep Communication Regular and Predictable

- Members want to know when to expect their newsletter
- Regular outreaches on social also keep members engaged and informed

Make It Member-Centric

- Spotlight member stories
- Highlight local activities
- Celebrate milestones

The more you illustrate the individuals and connections, the more people will engage.



Keep It Short and Visual



- Attention spans are short and getting shorter.
- Use headlines, bullet points, and photos to break up text.
- Add captions to photos to provide context and personality.
- Direct your readers to where they can learn more.

Know Your Audience

- Sometimes what you like or find interesting doesn't align with your membership.
- Ensure you are providing content for your membership segments.
- Look at how you can make national news/issues more local.



Remain Nonpartisan



- This does not mean you can't discuss political topics, but it does mean you need to be careful.
- Utilize MOAA's advocacy content and language.

Use Multiple Channels

- Not all members or prospects want to engage or learn in the same way.
- Use the channels that resonate with your members and prospects.
- Options include email, print, website, in-person meetings, and social media.



Share Your Local Impact



- Share how your chapter is making a difference — in the community, in advocacy, or for members themselves.
- Share these stories with national MOAA so we can help amplify what you are doing.

Keep in Updated

- This is especially true of websites and social media
 - First impressions matter
 - Outdated material sends a message to prospective members



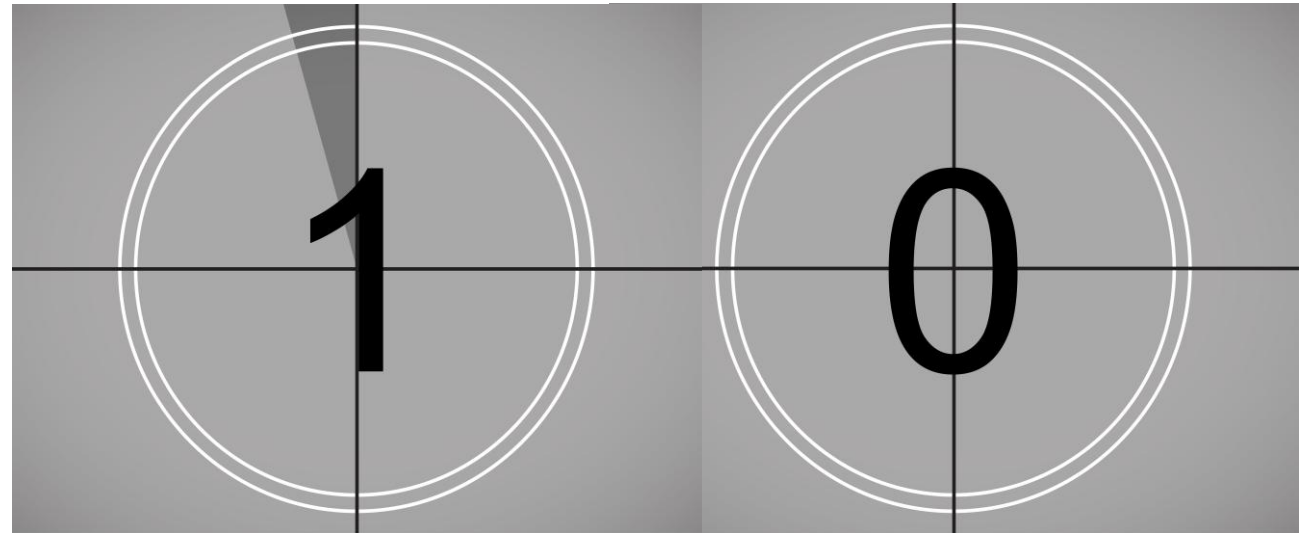
Follow the Comms Awards Criteria

- The criteria for the Comms Awards hits on a lot of key elements.



Review, Measure, and Improve

- Track what works: Are members opening your emails, following you on social, attending your events?
- Use that data to adjust your approach and continuously improve communication effectiveness.



Copyright Refresher: Photos

- Did you take it? ✓
- Did you source it from a royalty-free site? ✓
- Did you get it from a source for which you have a license? ✓
- Did you hire the writer or photographer? ✓
- Did you find it on the internet? ✗
- Is it a seal? ✗
- Did you use it from MOAA? +

Copyright Refresher: Text

- Did you write it? ✓
- Did you secure permission to use it? ✓
- Did you attribute it? ✓
- Did you link to it? ✓
- Did you rewrite someone else's article? ✗
- Did you copy from the internet? ✗
- Did you get it from MOAA? +
- Did AI write it? +


Additional MOAA Resources

- Monthly articles for your use
 - Copyright guidance
 - Advertising opportunities
 - MOAA's brand book and logos
 - Images/photos
 - A guide that goes into more depth
- [Advertising](#)
 - [Copyright Guidance \(NEW\)](#)
 - [Electronic Support Messages](#)
 - [MOAA Logos and Trademarks](#)
 - [Military Service Seals](#)
 - [Public Relations/Communications Guide](#)
 - [Best Practices for Virtual Meetings](#)
 - [Chapter Web Template](#)
 - [White Label Template](#)
 - [Promoting MOAA Charities in Your Newsletter](#)

What's Working




Peer Examples



The Patriot

Richmond Area Chapter - Military Officers Association of America - October 2025

The President's Corner by COL Vince Cammarata



Hello RAC-MOAA members, friends, family and military colleagues. Exciting times are coming quickly, and I am anxious to share them with you. I have been a RAC-MOAA member since 2005 when I retired from active duty and have enjoyed every single event our chapter has hosted. In those days we had our dinners, lunches, brunches and Holiday Gala at the Bellwood Manor House on the Defense Supply Center Base. When the Bellwood Manor House was undergoing renovations around 2012 or so, RAC-MOAA looked for another venue to host our events. That was when and how the Meadowbrook Country Club came about as an alternative location. Even after the Bellwood Manor House was completed, RAC-MOAA continued to utilize the Meadowbrook Country Club, which has served us well. In fact, our **November 5th Meeting** will be at the Meadowbrook Country Club.

Here we are today, and this year's **Holiday Gala** will be held at the Grapevine Greek and Italian Restaurant Three Chopt Road in Henrico. I don't want to spoil the article spotlighted in our current newsletter (see page 6), but I'm excited! Please read and make your reservations....

Finally, we are holding our biennial elections at the **November meeting** (you can **vote online at our website**). We will have a new slate of Board Members with new energy, new ideals and new spirit. Looking forward to seeing as many people as possible at our Holiday Gala in December.


All the best, Vince

Virginia Veterans Network (VVN)

The Virginia Veterans Network (VVN) is a free online hub of resources and services consisting of a comprehensive information data base for veterans and service members managed by the Virginia Department of Veterans Services that has been recognized nationally for its content and design.

Visit vvn.dvs.virginia.gov to discover resources available.

They are also on Facebook at: <https://www.facebook.com/virginiaveteransnetwork/> and Instagram at: <https://www.instagram.com/virginiaveteransnetwork/#>



OUR MAILING ADDRESS

Richmond Area Chapter—MOAA
P. O. Box 985
Chesterfield, VA 23832-9998

Click the TAKE ACTION graphic above to see Active Legislative Campaigns




Read this newsletter on our webpage at: <https://www.racmoaa.org/NewsLetter>

Next Member Meeting is on Wednesday, November 5th!

We will be meeting at the Meadowbrook Country Club for a buffet dinner. More details on page 2.

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MOAA Legislative Action Center: <https://moaa.quorum.us/>

GVC Membership Information email: info@gvcmoaa.org

Pay online for GVC Dues, Dinners & Events:
<https://gvc-payments.mycheddarup.com>

SERVING ALL MILITARY, VETERANS AND THEIR FAMILIES * Aug 2025 *****

PRESIDENT'S CORNER

Late Summer greeting to you all! It seems not that long ago we were wondering when Summer was going to get here... well it certainly did arrive, as it has been plenty warm so far. But don't misunderstand my feelings on it, I'm not looking forward to the white stuff just yet!

Our June dinner was a memorable one, with new chapter officers installed by MOAA Senior Director, Affiliated Councils & Chapters, CAPT Frank "Tank" Michael, USN (Ret), and the sad news of our 3rd Vice President, Russ Green's untimely passing the day before the dinner. I made the decision, along with CAPT Michael's concurrence, to posthumously install Russ as our 3rd VP, which was the plan before his passing. It was a privilege to honor and remember Russ for his many years dedicated to the Genesee Valley Chapter.

Our next chapter dinner, September 14, 2025, is going to be special. We are going to recognize and honor the Surviving Spouses of this chapter.

Of the many types of eligibility for MOAA membership, Surviving Spouses are the only members not required to meet those eligibility requirements. And we look forward to honoring our chapter's Surviving Spouses.

But before the dinner in September, GVC is going to a Red Wings baseball game on Sunday, August 17, 2025! These have been fun chapter outings with great camaraderie and weather! The group ticket suspense has passed, but it may still be possible to get tickets; but probably not in Section 206, our group ticket seating area.

With each chapter dinner we target one specific charity for donations, with September's dinner we are asking for your support of Honor Flight Rochester. Find out more about Honor Flight Rochester: <https://honorflightrochester.org/>.

Upcoming Honor Flight Rochester Missions:
Mission 91, Sep 20-21, 2025 (61 vets)
Mission 92, Oct 4-5, 2025 (58 vets)


MOAA National & the Genesee Valley Chapter are nonpartisan.

MAHONING SHENANGO VALLEYS CHAPTER

an affiliate of

MILITARY OFFICERS ASSOCIATION OF AMERICA

September 2025



PRESIDENT'S MESSAGE

Roderick Hosler

Labor Day is over and we are well on our way into Autumn and the end of the year. September is an important month for us. It is a month that holds many significant events for our nation. Germany invaded Poland on 1 September 1939, triggered World War II and ending six years later with Japan surrendering to the Allies on 2 September 1945 in Tokyo Bay. The events of World War II changed America forever. Equally important was the signing of the Treaty of Paris on 3 September 1783 ending the eight yearlong Revolutionary War resulting in American independence and the beginning of the greatest country in the world. Finally, the events of 11 September 2001 and the terrorist attack on America with the total destruction of the World Trade Centers in New York and destruction of a portion of the Pentagon in Washington that thrust the nation into twenty years of war in Afghanistan and Iraq. Throughout two centuries of turmoil and catastrophic events, America's military has defended this great republic. American men and women, old and young, have been willing to step forward to place their lives in harm's way to preserve the ideals that are America. Unfortunately, there are forces, organizations and people in this nation that continue to undermine our government, our constitution and our way of life. You know who and what they are. The bright spot is that there will always be someone to step up to the challenge to continue the legacy of America and the United States. **"It's important that people know what you stand for, and what you won't."**


The third Friday in September, the 19th, has been designated as National POW/MIA Recognition Day to honor those prisoners of war and those missing in action that serve our nation in time of war. All too often we forget those service personnel that became Prisoners of War or those that didn't come home because they are Missing In Action. Army Special Forces Sergeant Howard B. Carpenter of Poland, Ohio, was killed in action and listed as missing in action on 5

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AUGUST DINNER MEETING ROLLUP

The Chapter's conducted its annual Steak Fry and Corn Roast dinner meeting on Thursday, 21 August 2025, A La Cart Catering in Canfield. Again Shelly offered fantastic steaks and mammoth ears of delicious corn.

The program presented was "Concerned Veterans for America," and the speaker was Mr. Adam Miller. Concerned Veterans for America is a Veterans advocacy group that is active in veterans issues with the U.S. Congress.



Speaker Adam Miller accepting the MSVC flag sent from Chapter Pres. Rod Hosler

HAIL AND FAREWELL

The Chapter would like to welcome new members, Retired Air Force Lieutenant Colonel Pete Bollinger and his wife Paula to our ranks. Pete and Paula returned to the area after retiring in Colorado and now reside in Liberty. Pete is a Community Ambassador with Mission BBQ. We look forward to many enjoyable get togethers with Pete and Paula. Again, welcome Pete and Paula, we're glad to have you both as members.

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[Genesee Valley \(N.Y.\) Chapter](#)

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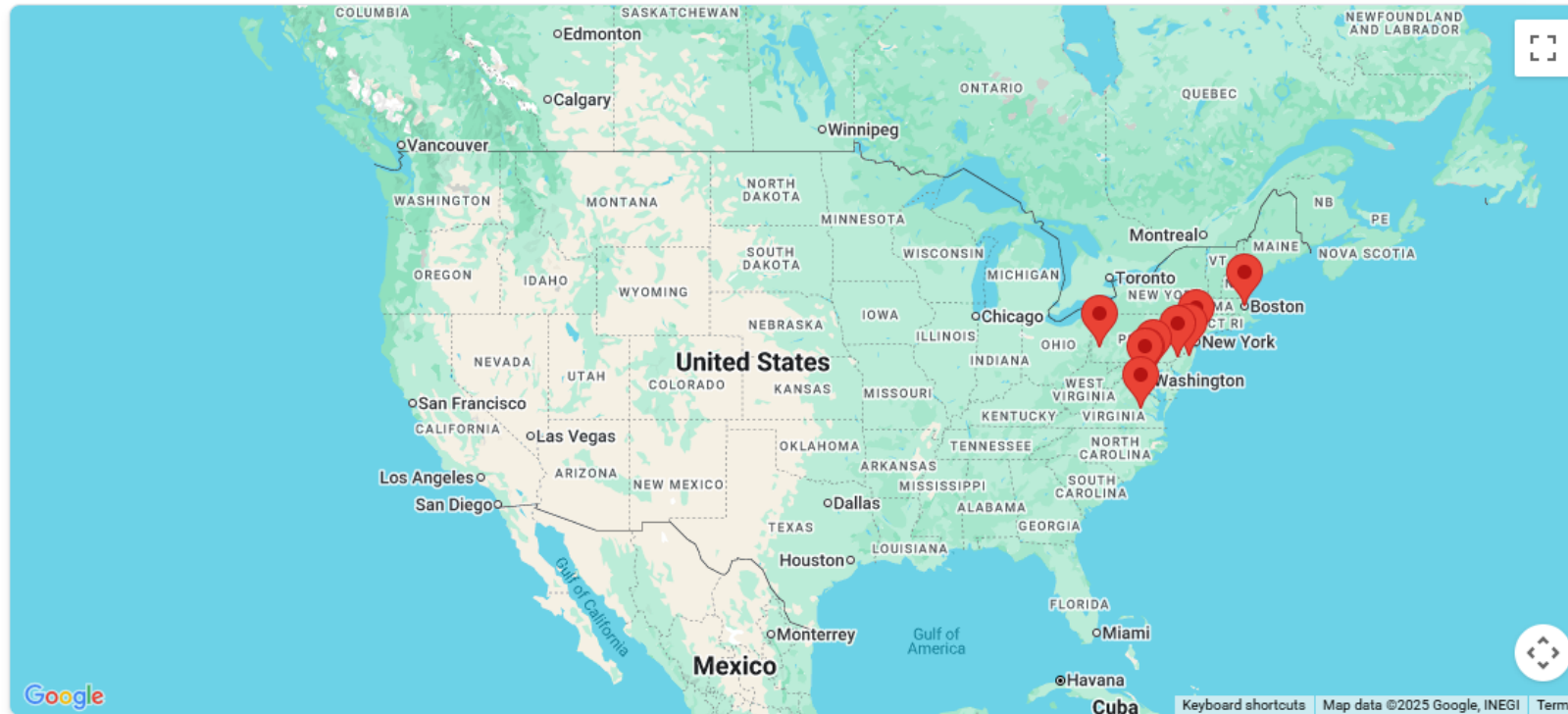


Sneak Peek at Locator

Enter your address, city, or zip code

25 Miles

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New York Chapter (NY)

Meeting every Tuesday at 7 PM in Manhattan.

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Philadelphia Chapter (PA)

Monthly book discussion near City Hall.

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Washington D.C. Chapter (DC)

Quarterly leadership retreat in Georgetown.

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Questions?



