Messaging Matters

The Foundation of Successful Membership Recruiting

November 14, 2025



Why Messaging Matters

81%

Of consumers ignore irrelevant marketing messages and actively disengage if messages aren't relevant

96%

Of consumers say they're likely to purchase when brands send personalized messages.



^{*2025} Consumer Trends Report: The State of Personalized Marketing, Attentive

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



MOAA's Member Personas





Reasons for Joining MOAA

Retired

- To stay informed about news and developments relevant to military officers (82%)
- To support MOAA advocacy efforts (41%)
- To receive MOAA publications (26%)

Currently Serving

- To stay informed about news and developments relevant to military officers (68%)
- To support MOAA advocacy efforts (46%)
- To participate in a community of like-minded individuals (30%)

Former Officer

- To stay informed about news and developments relevant to military officers (68%)
- To support MOAA advocacy efforts (37%)
- To participate in a community of like-minded individuals (28%)

Surviving spouse

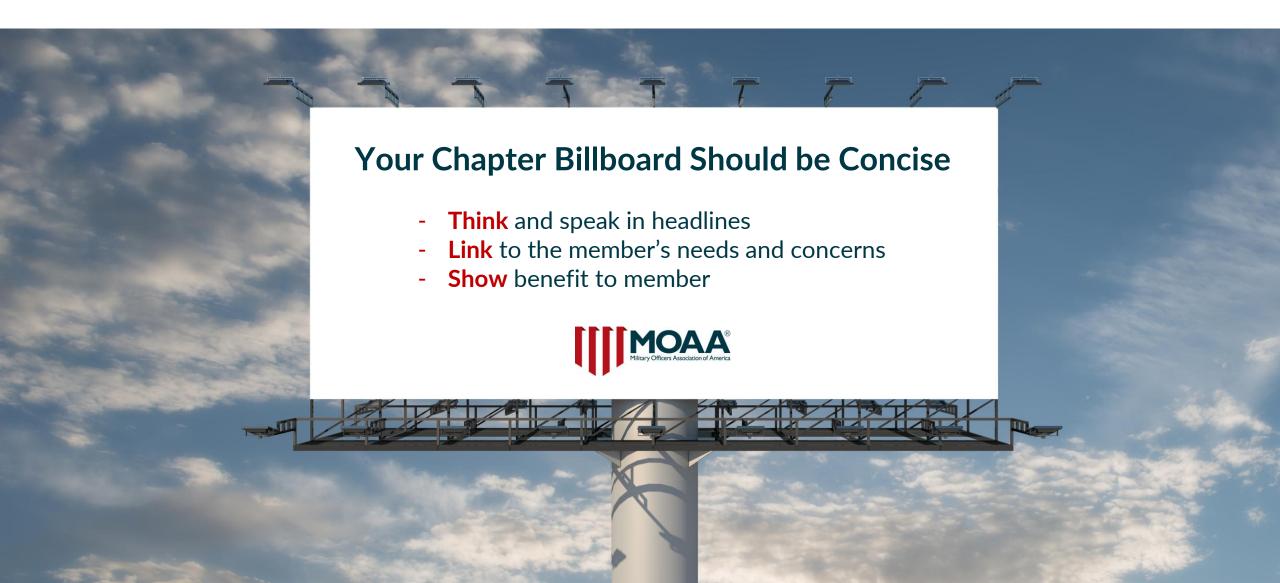
- To stay informed about news and developments relevant to military officers (63%)
- To receive MOAA publications (32%)
- To support MOAA advocacy efforts (28%)



Exercise 1: Identifying Chapter Offerings by Persona



Creating Your Chapter Billboards



Framing Your Message

- Begin with the mindset of helping the individual succeed.
- Address problems the individual wants to address or results they want to achieve.

Let's try it.

"WHAT CAN MOAA DO FOR ME?"



Responding...

Rather than bombard you with a lot of information that may or may not be relevant to you – what would be most interesting for you to hear about?

"Transitioning to a civilian career."



Career Transition Billboard



Exercise 2: Constructing Your Chapter Billboards





Appendix



Set Title Font Between 35-55pt

- Set body text between 18-32pt. If body text cannot fit within these ranges, push text to second slide or copy edits may be necessary
- Font is Lato



Colors

Colors

- MOAA Primary Color:
 - Blue
- MOAA Secondary Colors:
 - Red
 - Tan
 - White

Standard Custom

Colors:

Cancel

Color model: RGB

Red:

Green:

55

Blue:

69

Hex:

#003745

Current

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