



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.

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

Your Chapter Billboard Should be Concise

- **Think** and speak in headlines
- **Link** to the member's needs and concerns
- **Show** benefit to member



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

MOAA partners with you:

1. To take you FROM not having a career transition plan TO building a personalized plan NOW
2. Coaching you along the way instead of figuring it out on your own
3. Getting you job-ready quicker than what non-military career advisors could do



What would you like to know more about?

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

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

PRIMARY LOGO COLOR PALETTE

			
MOAA Red	MOAA Blue	MOAA Tan	White
PMS: 1807 C	PMS: 5463 C	PMS: 404 C	CMYK: 00-00-00-00
CMYK: 0-100-96-28	CMYK: 100-00-18-83	CMYK: 00-08-22-56	RGB: 255-255-255
RGB: 181-18-27	RGB: 0-55-69	RGB: 136-126-110	HEX: fffffff
HEX: b5121b	HEX: 003745	HEX: 887e6f	

