



**Welcome, MOAA Leaders!**

**MOAA Virtual Leadership Workshop**  
**March 4, 2026**



# MOAA Chapter Management

March 4, 2026



# Agenda

- Affiliated Councils & Chapters
- Health v. Effectiveness
- Tools for Leaders
- Areas of Focus & Resources
  - Leadership
  - Membership
  - Advocacy
  - Community Outreach
- Training Schedule
- Questions

# Affiliated Councils & Chapters Areas of Focus

Council & Chapter Health and Effectiveness:

- Leadership
- Membership
- Advocacy
- Community Outreach

# Health V. Effectiveness

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

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

# 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
- Provide state-level oversight and currency of chapter catchments

# 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
- Active in their council

# Chapter Health

Why does this matter?

- Identifying those at risk across a vast affiliate network
- Understanding our local impact
- Identifying challenges, sharing successes
- Developing resources and strategies
- Keeping our Mission as our North Star

# 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 Leadership

- Develop informed leadership
- Create a pool of future leaders
- Build a strong infrastructure for operations
- Promote best practices, share ideas
- Utilize resources and support provided
- Encourage collaboration
- Celebrate successes
- Serve and further MOAA's mission



# New Leader's Checklist

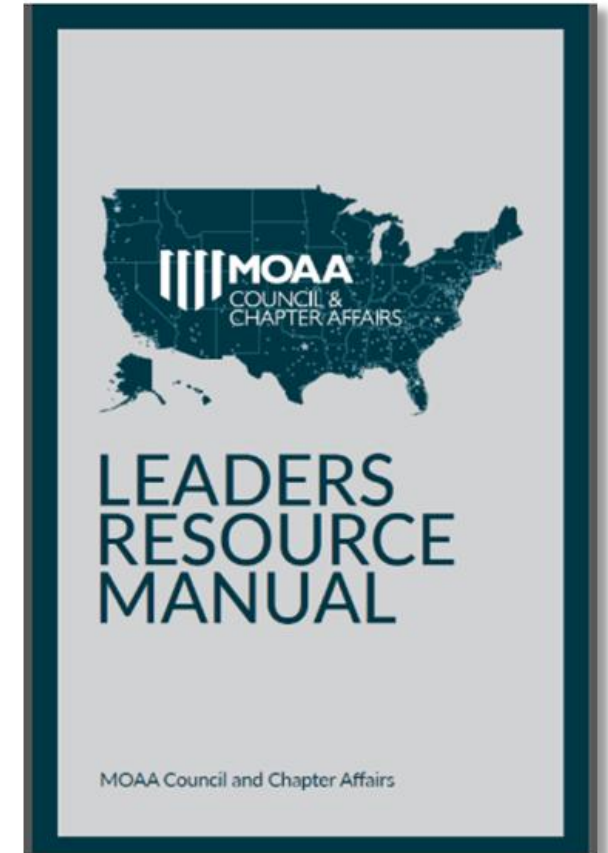
1. Review the Policies and Procedures Guide in its entirety
2. Familiarize yourself with the contents of the council and chapter page of the moaa.org website
3. Be a national MOAA member (or the spouse of a national MOAA member)
4. Be opted-in to receive communications from national MOAA, to include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

# Tools for Leaders

- MOAA Council & Chapter Leaders Resource Manual
- Council and Chapter Policies and Procedures Guide
- Recruitment Guide
- MOAA website
- Videos, publications
- Monthly Leaders Roundtables
- Leaders Workshops
- All Presidents messages
- Electronic support messages, postcards



# Tools for Leaders

- Recruitment letter templates
- White label newsletter
- MOAA web presence
- MOAA store: chapter gear, discounted medals
- Retiree Appreciation Day kits
- Grants and scholarships
- Chapter dues payment portal
- MOAA Photo Galleries: [moaa.photoshelter.com](http://moaa.photoshelter.com)
- New chapter locator and revamped web pages coming soon



# 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 camaraderie 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](https://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



# MOAA Photo Galleries



GALLERIES WORKSPACES CONTACT HELP

## 2024-04-17 Advocacy in Action

Galleries / MOAA Photos

### Galleries

▼ MOAA Photos

2024-01-31 Quality of Life Pane...

2024-03-05 Major Richard Star ...

2024-03-13 Veteran Affairs Tes...

2024-04-17 Advocacy in Action

2024-04-18 LoE and Harris Awa...

2024 MOAA Charities Golf Clas...



2024-AiA-000.jpg  
2000x1059



2024-AiA-001.jpg  
3000x2001

# Effective Membership



- Create a nonpartisan, inclusive community
- Welcome new perspectives
- Convey the value of membership
- Recruit, retain, and recognize members
- Communicate relevant information effectively
- Host meaningful events
- Promote national paid memberships
- Build camaraderie and lasting connections

# Member Data: Committee Module and the Near Real Time Report

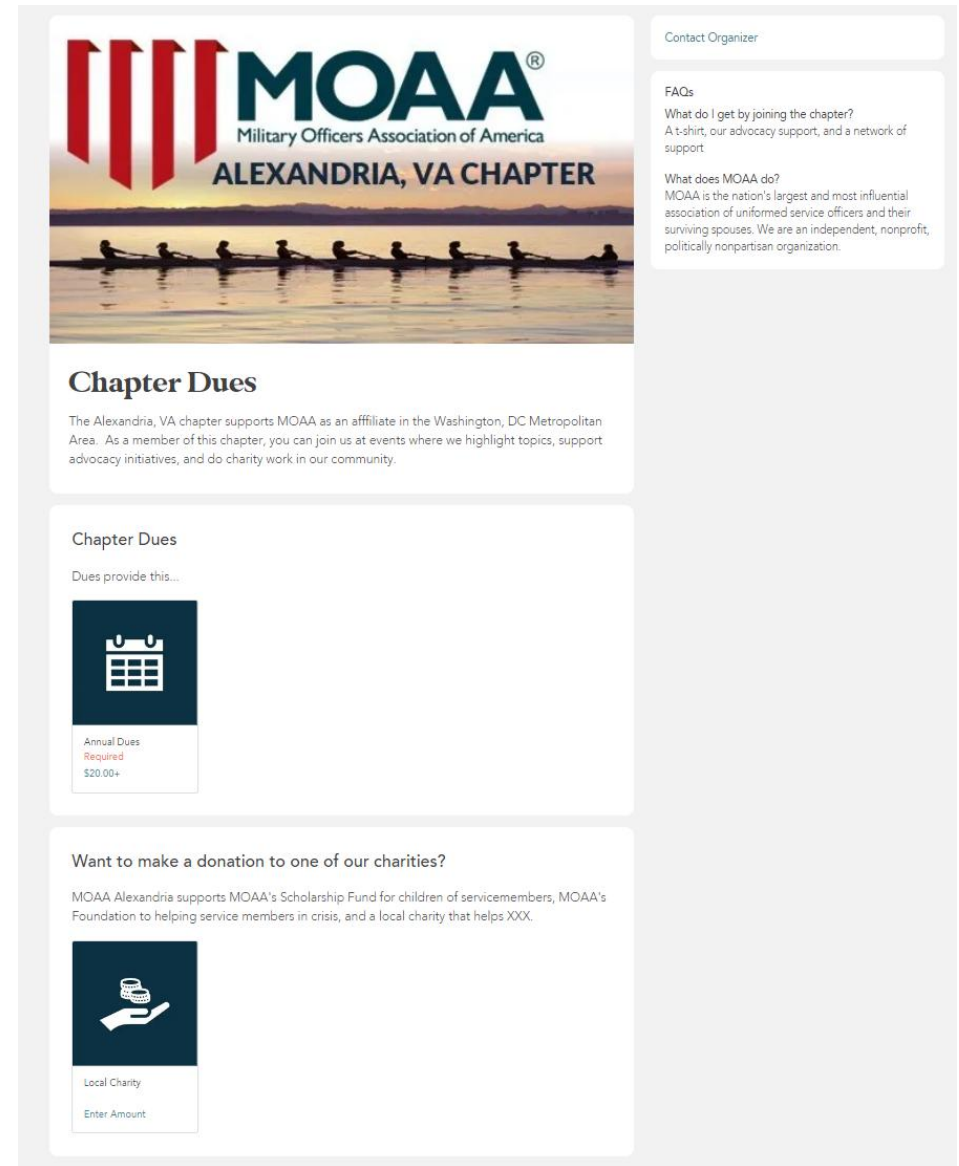
- **Committee Module**
  - View/edit/add/remove members and officers from MOAA's roster
- **Near Real Time Report (NRT)**
  - Access list of prospective members in your catchment area
  - Ability to search in 3-month increments
  - Back after pause with data push due to new privacy policy
- **February 26 Roundtable recording available**
- **Upcoming ability to sign-up for Q&A sessions**

# Recognition

- **Individual Awards**
  - Outstanding Service Award
  - Leadership Award
  - Chairman's Award
  - 100<sup>th</sup> Birthday Certificates
- **Organizational Awards**
  - Levels of Excellence
  - Col Marvin J Harris Communications Awards
  - Col Steve Strobridge Legislative Chair/Liaison Award
  - Surviving Spouse Liaison Excellence Award

# Online Chapter Dues Solution

- MOAA National contract with Cheddar Up; free to chapters and councils
- MOAA National will cover individual transaction fees
- Must be under MOAA's partner umbrella
- Staff assistance to get set-up with custom site
- Primary function for dues collection, but other capabilities



The screenshot shows the MOAA Alexandria, VA Chapter website. At the top left is the MOAA logo with the text "MOAA Military Officers Association of America ALEXANDRIA, VA CHAPTER". Below the logo is a banner image of rowers on a lake. To the right of the banner is a "Contact Organizer" button and a "FAQs" section with two questions: "What do I get by joining the chapter?" and "What does MOAA do?". Below the banner is a "Chapter Dues" section with a sub-heading "Chapter Dues" and a paragraph: "The Alexandria, VA chapter supports MOAA as an affiliate in the Washington, DC Metropolitan Area. As a member of this chapter, you can join us at events where we highlight topics, support advocacy initiatives, and do charity work in our community." Below this is another "Chapter Dues" section with a sub-heading "Chapter Dues" and a paragraph: "Dues provide this...". Below this is a calendar icon and a box labeled "Annual Dues Required \$20.00+". Below that is a "Want to make a donation to one of our charities?" section with a paragraph: "MOAA Alexandria supports MOAA's Scholarship Fund for children of servicemembers, MOAA's Foundation to helping service members in crisis, and a local charity that helps XXX." Below this is a hand holding coins icon and a box labeled "Local Charity" with an "Enter Amount" input field.

# Virtual Chapters

- Surviving Spouses
- Military Nurses
- Chaplains
- Military Lawyers
- Public Health Services (PHS) Officers
- Spouses and Family
- Public Affairs and Communication Professional
- Coming soon: Health Care Professionals

# Effective Advocacy

- Preserve and protect earned benefits at the national, state, and local levels
- Build relationships and establish strategic alliances
- Engage members in grassroots efforts, promote the Legislative Action Center
- Collaborate with other chapters in State Legislative Exchange Network
- Humanize military issues for legislators



## Featured Advocacy Campaigns

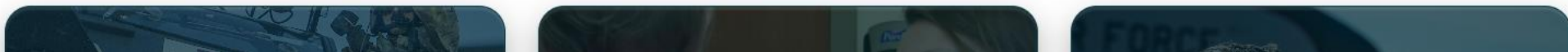
Address MTF Access Problems

Write

Protect Servicemember Pay During a Shutdown

Write

## MOAA's Advocacy By Issue Area



# MOAA's Legislative Action Center



# Legislative Action Center Data Overview – Nevada

This document details registrants and activity on MOAA's Legislative Action Center from January 1 - September 30, 2024 for Nevada. State activity reflects the self-reported details provided by registrants through the Legislative Action Center's registration form.

Total Registered Advocates: 291 (58/20% from Chapter or Council Members)

Total Actions Taken: 1459 (143/10% from Chapter or Council Members)

Our Legislative Action Center permits advocates to indicate membership to more than one affiliated council and chapter. As a result, values in the table below may not total 100%.

Chapter Name	Number of Registrants	Number of Actions Taken
NV02 - Sierra Nevada Chapter of MOAA	22	44
NV03 - Southern Nevada Chapter	32	99
NV05 - Lake Tahoe Chapter	Less than 10	Less than 10

# Effective Community Outreach



Make an impact in the local area



Provide meaningful member engagement



Honor those who have served, active service members, and enlistees



Take advantage of support: grants, sponsorships



Represent MOAA, promote and expand the brand



“Never Stop Serving”

# Community Outreach

- Community Outreach Sponsorship
  - \$300 chapter/\$800 council
- MOAA Charities Community Outreach Grant Program
  - Up to \$5,000
  - Dec 1- Feb 28 application window
  - No liability insurance requirement

# Impact of MOAA Charities

## MOAA Charities

Community Outreach Grant

\$130K in 2025

Interest-free loans and student grants

\$18M+ in 2025

Crisis Relief Program

\$300K in 2025



**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

Scholarship application open Nov 1 - March 1, 2026:

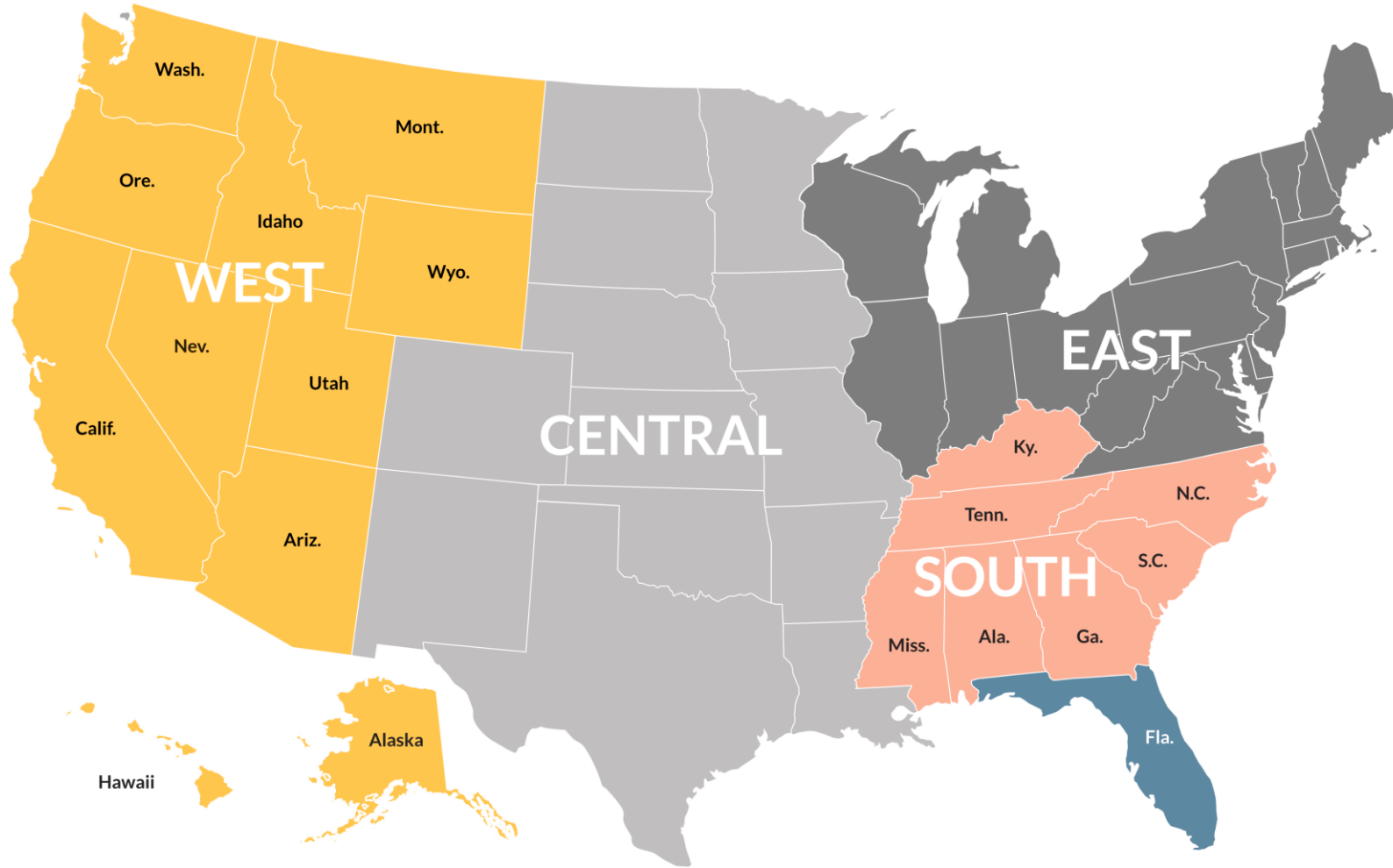
[www.moaa.org/education](http://www.moaa.org/education)

# MOAA Charities 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
- Donations welcome!



# 2026 Leader Training Workshops



**Leadership Seminar**  
Orlando, FL  
January 29-31  
FL, Other C&C by  
invitation

**Virtual W/S**  
New Leaders  
March 4  
(10:30a-4:30p  
Eastern)

**West W/S**  
San Diego  
May 28-29  
AK, AZ, CA, HI, ID, MT,  
NV, OR, UT, WA, WY

**Virtual W/S**  
Experienced Leaders  
August 12  
(10:30a-4:30p  
Eastern)

**South W/S**  
Chattanooga, TN  
November TBD AL,  
GA, KY, MS, NC, SC,  
TN

# 2026 Roundtable Schedule

January 22 Privacy Policy Implementation Update	February 26 Committee Module/NRT	March 26 Advocacy in Action Issues Review	April 23 Chapter Dues Pay Portal
May 14* Chapter Visit and Awards Programs	June 25 General Counsel Issues	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 Review/2026 Outlook

7:00 pm ET

\*Adjusted from 4<sup>th</sup> Thursday to Avoid Conflict



# Our Most Engaged Advocates



# Open Discussion

