

**West Leaders Workshop**  
**San Diego, CA**  
**May 28, 2026**



# Program Updates

- MOAA Healthcare Professionals Chapter (VC08)
- Near Real Time Report (NRT) is returned to service
- MOAA Foundation Community Outreach Grants
  - 54 chapters applied for 84 grants
- Community Sponsorship Grant budget expended for 2026
- Victoria Twyne departed MOAA

# Program Updates

- ZIP Codes provided to all Councils and Independent Chapters for adjustment/verification
- LOE and Communications Award judges feedback provided to all council and chapter nominators.
- Annual survey of councils and chapters coming soon
  - Verify leadership
  - Major programs and initiatives
  - CM and NRT utilization
  - Prospective members gained
  - Etc...

# Redesigned C&C Web Page

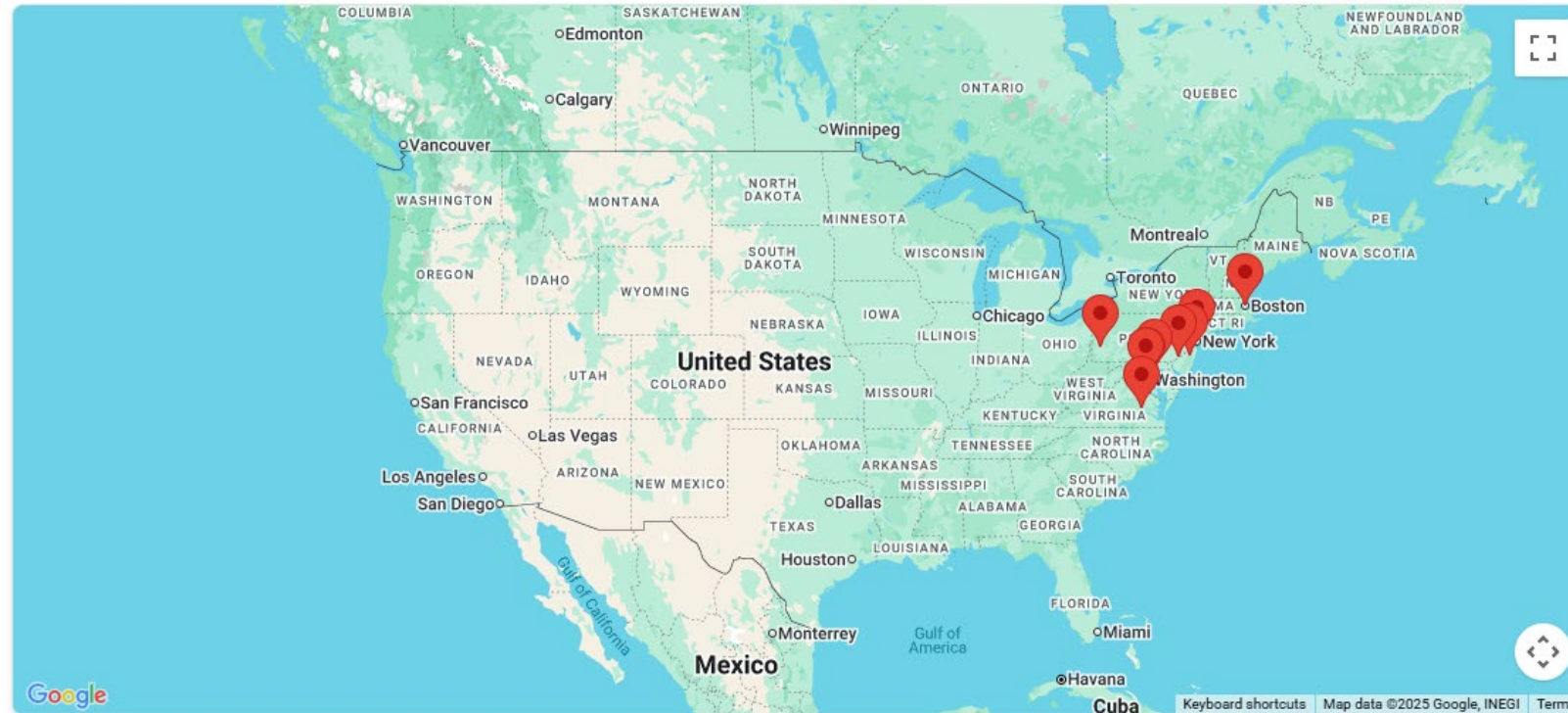
- Redesigned Council and Chapter Webpage
  - New Chapter Locator searchable by distance
  - Discontinues “Web Presence” and replace with council/chapter link to your webpage
  - Leaders should consider generic vice personal email addresses and P.O. Boxes vice personal home addresses

# New Chapter Locator Design

Enter your address, city, or zip code

25 Miles

[Search Chapters](#)



**New York Chapter (NY)**  
Meeting every Tuesday at 7 PM in Manhattan.

[Get Directions](#) [Contact Chapter](#)

**Philadelphia Chapter (PA)**  
Monthly book discussion near City Hall.

[Get Directions](#) [Contact Chapter](#)

**Washington D.C. Chapter (DC)**  
Quarterly leadership retreat in Georgetown.

[Get Directions](#) [Contact Chapter](#)



# 2026 Leader Training Workshops



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

**Virtual W/S**  
New Leaders  
March 4  
(10:30-4:30 EST)

**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  
(10:30-4:30 EDT)

**South W/S**  
Chattanooga, TN  
November 16-17  
AL, FL, GA, KY, MS,  
NC, SC, TN

# State of Councils and Chapters

- **Current numbers:**
  - 31 councils
  - 299 geographic chapters
  - 8 virtual chapters
  - 9 satellite chapters
  - 30,500 chapter members
  - 27 chapters “at-risk”
- **Why are we losing chapters?**
  - Lack of leadership
  - Stagnant or declining membership
  - Aging demographic

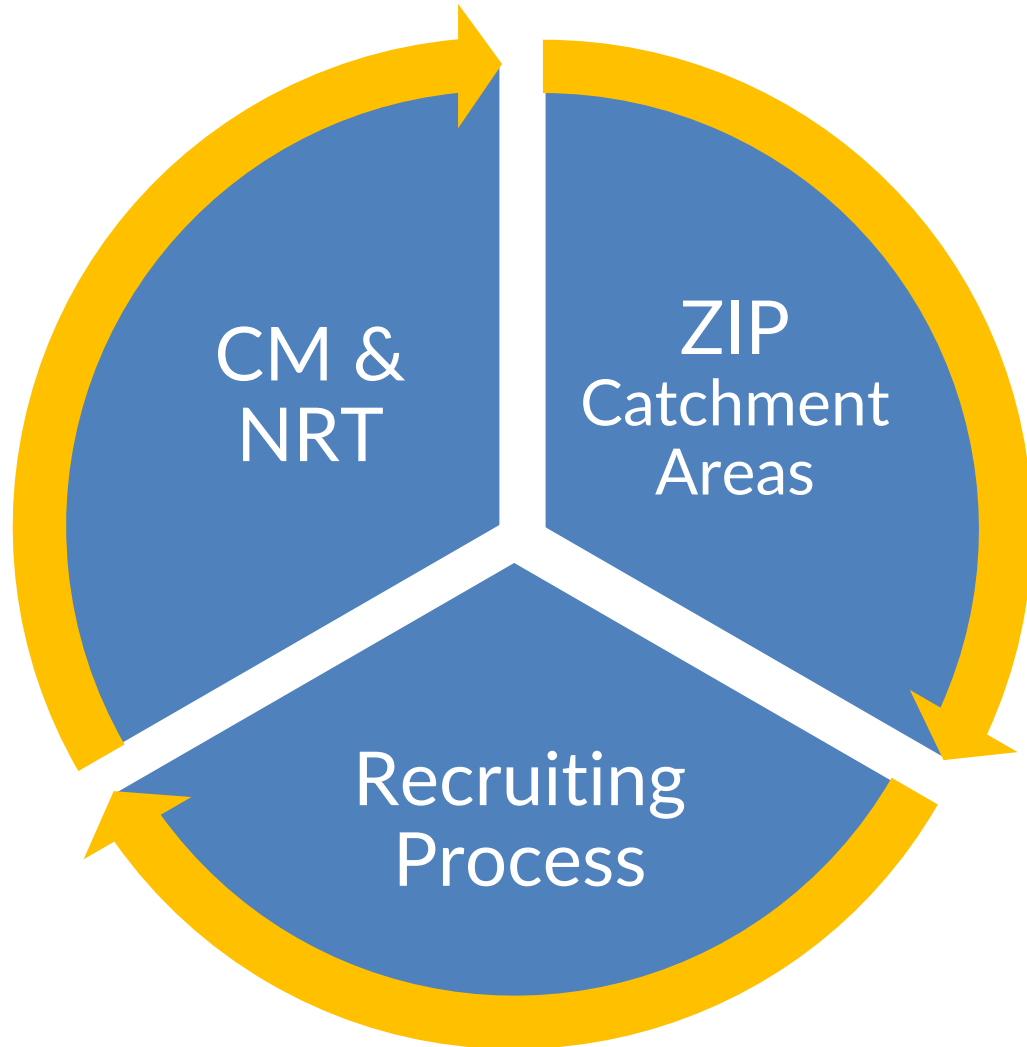
# Prospective Member Data Update

- Final release of data is complete
  - 225,000 prospectives names provided to 331 affiliates
- Recruitment letters available on ACC webpage
- Sharing lessons learned and best practices
- Very effective council and chapter initiatives underway
- Contact us if not in receipt of prospective member names

# Prospective Members Shared

Council/Chapter	Number of Prospective Members
Alaska	
Arizona	
California	
Hawaii	
Idaho	
Montana	
Nevada	
Oregon	
Utah	
Washington	
Wyoming	

# Optimizing Membership Growth



- **Recruiting Process**
  - Planning
  - Execution
  - Lessons Learned
- **Committee Module / NRT**
  - Commitment
  - Training / Proficiency
  - Upkeep
- **ZIP Code Catchment Areas**
  - Council / ICP Presidents
  - Baseline
  - Maintenance

## Featured Advocacy Campaigns

Pass the Major Richard Star Act

Write

Improve TRICARE Access for Families

Write

Support Military Spouse Employment

Write

## MOAA's Advocacy By Issue Area



Currently  
Serving




DoD Health  
Care



Families &  
Survivors



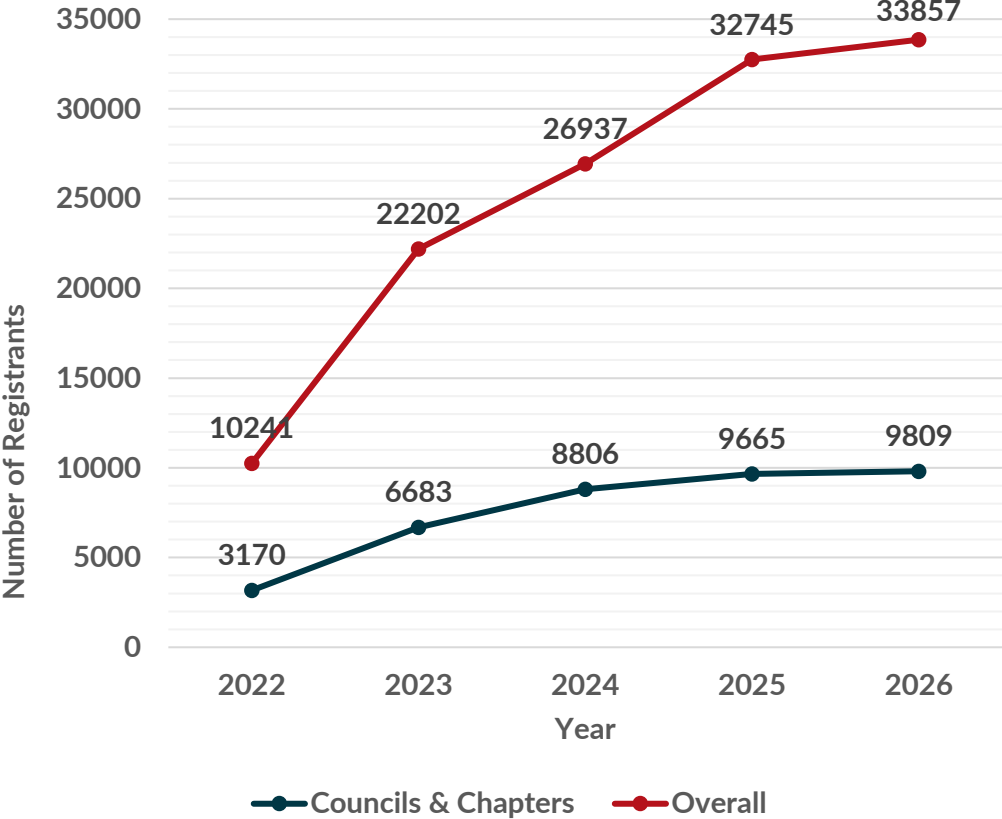
Retirees &  
Veterans



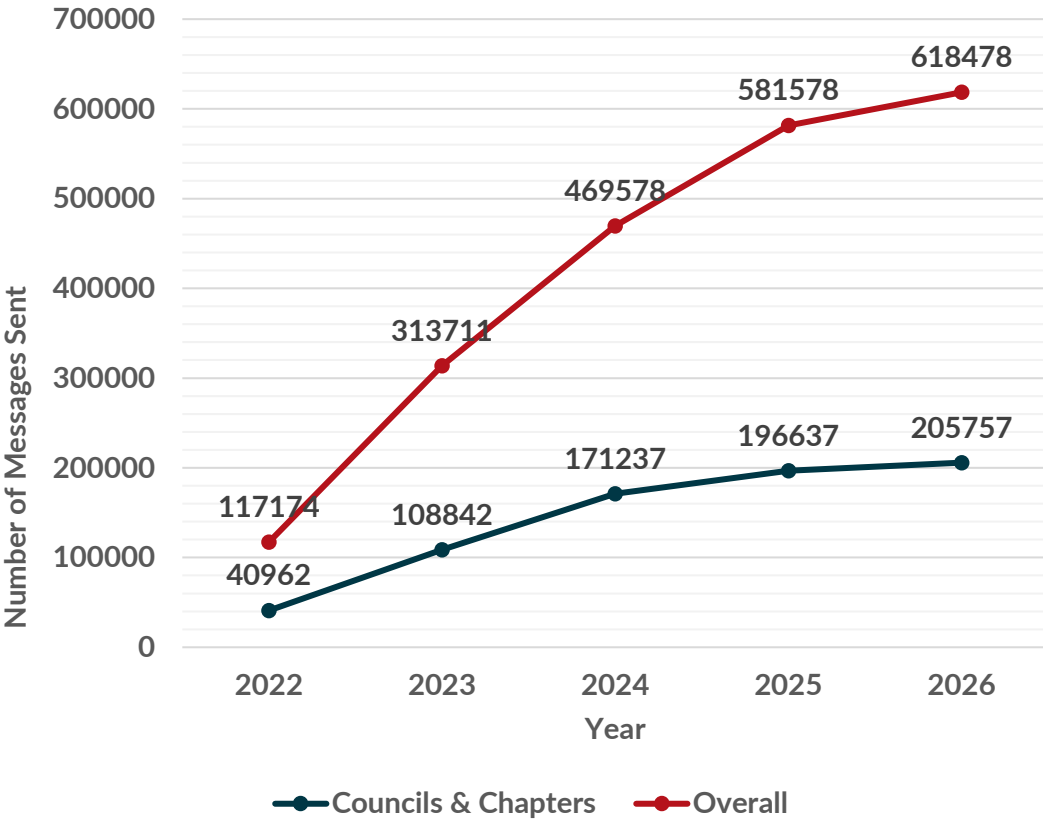
VA Health  
Care

# Legislative Action Center: Chapter Involvement

Number of Registrants



Number of Actions



Cumulative as of 30 March 2026

# 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

# LOE Award Criteria

- **2025:** No substantial changes to criteria. Released guidance to all presidents.
- **2026: “Extra Credit” Available**
  - 10 bonus points for 10% growth or sustaining 100% in Council/Chapter LAC registration
  - 5 bonus points for councils and chapters within visit periodicity

# 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 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/2027 Outlook

7:00 pm ET

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



# CHAPTER MANAGEMENT



# 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



# Effective Councils

- Support MOAA's legislative and other priorities
- Visit chapters, participate in virtual meetings
- Coordinate state-wide coverage through catchment areas
- Help monitor and maintain healthy affiliate system of chapters



# Effective Chapters

- Are mission-driven
- Focus on leadership pipeline and best practices
- Impact legislation through advocacy and engagement
- Engage in impactful community service



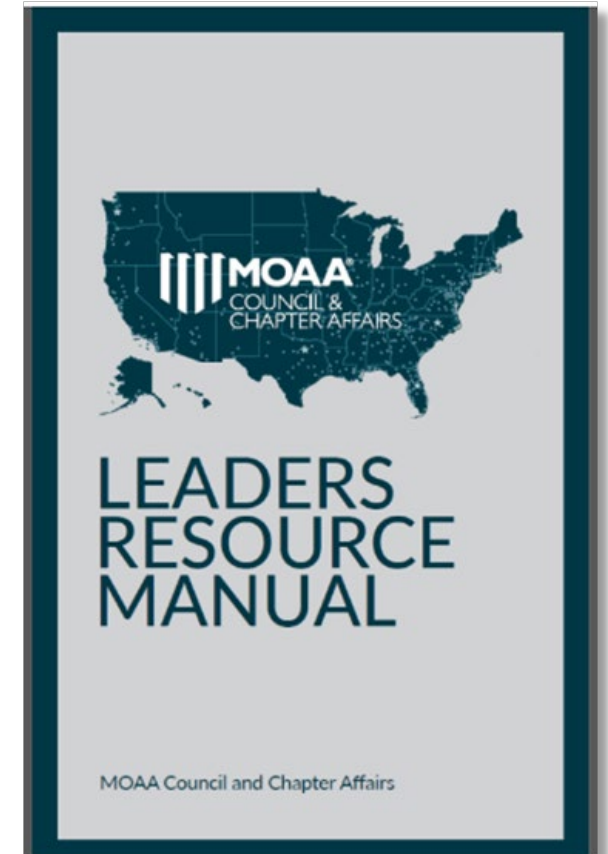
# Effective Chapters

- Promote membership growth through recruitment and retention
- Utilize the Committee Module and Near Real Time Report regularly
- Demonstrated through Levels of Excellence award criteria achievement



# 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

- White label newsletter
- MOAA store
- Retiree Appreciation Day kits
- Electronic support messages, postcards
- Grants and scholarships
- Cheddar Up for online chapter dues and donations
- Why join MOAA “one pager”

# State Legislative Exchange Network

Quarterly & “Bonus” Meetings

Monday, June 1, 2026  
8:00 PM - 9:00 PM

Harold Cooney, COL, USA (Ret)  
Steve Chamberlin, CAPT, USCG  
(Ret)  
Rich Higgins, LCDR, USN (Ret)

[Team@slef-moaa.com](mailto:Team@slef-moaa.com)



<https://www.slef-moaa.com>



# 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 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

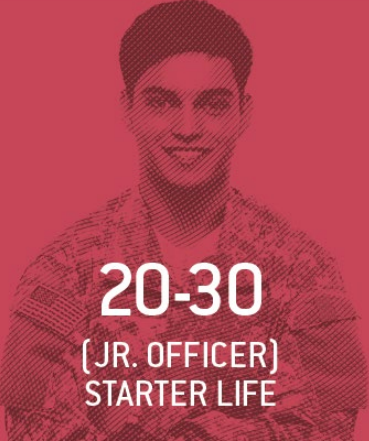
CHAPTER LEAD

CHAPTER WEBSITE

CHAPTER LEAD CONTACT



# MOAA's Member Personas



**20-30**  
[JR. OFFICER]  
STARTER LIFE




**31-45**  
[MID-GRADE OFFICER]  
FAMILY LIFE




**46-59**  
[SR. OFFICER]  
TRANSITIONAL LIFE




**60-70**  
[EARLY RETIREE]  
RETIRED LIFE



**70+**  
[FULLY RETIREE]  
HARD-WORKED LIFE



**60+ SURVIVING  
SPOUSE**



**SPOUSE**



**FORMER  
OFFICER**

# 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
- Healthcare Professionals

# 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

# MOAA Charities

Career Transition  
Community Outreach  
Crisis Relief  
Military Spouse Professional  
Development  
Professional Education Outreach

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



## Platinum

MOAA Charities is 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.”
- MOAA Foundation Community Outreach Grant Program
  - Up to \$5,000
  - Dec 1- Feb 29 application window
- Community Outreach Sponsorship
  - \$300 chapter/\$800 council

# Non-Dues Revenue

May 2026



# 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?

