

Communications Best Practices

May 28, 2026

San Diego, CA



Agenda

- 10 Tips For Improved Communications
- Copyright Refresher
- Additional MOAA Resources
- What's Working—Group Discussion and Sharing
- 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 share 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 - Outdated material sends a message to prospective members



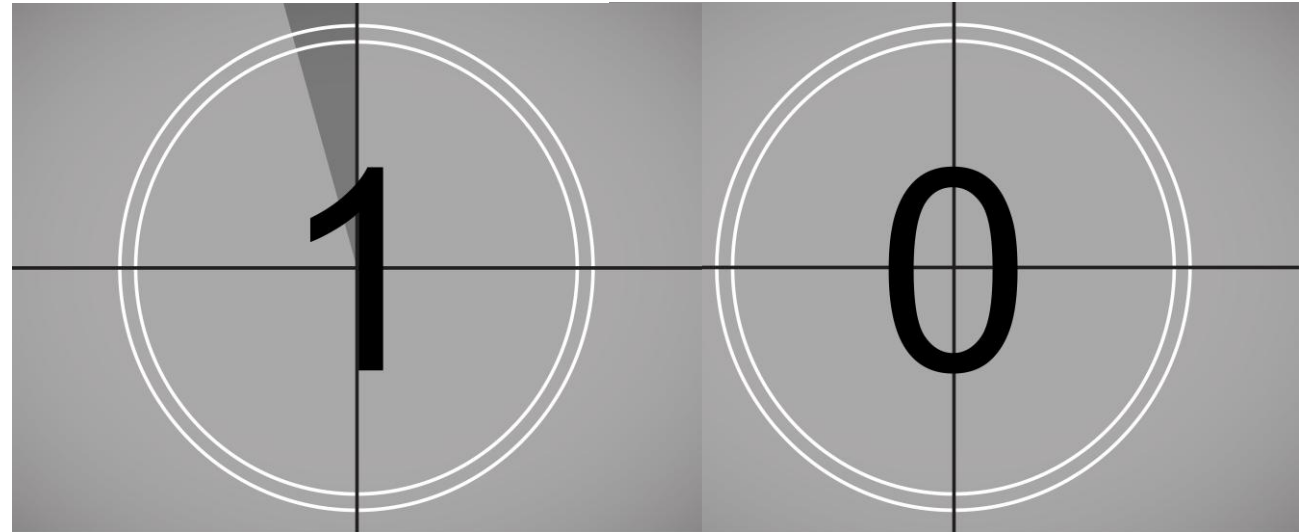
Follow the Comms Awards Criteria



- 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

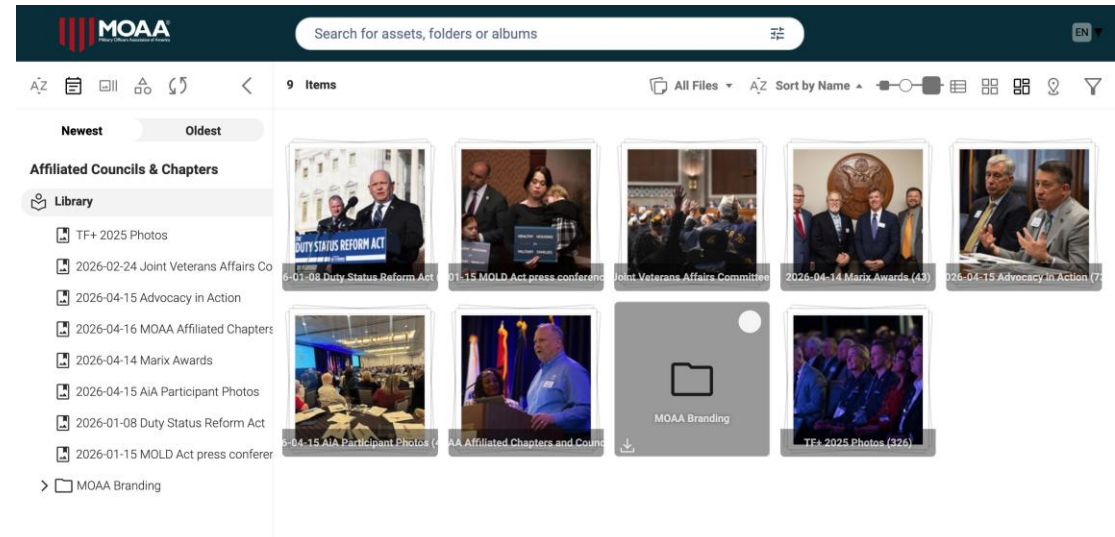
- Did you write it? ✓
- Did you secure permission to use it? ✓
- Did you attribute it? ✓
- Did you link to it? ✓
- Did you rewrite someone else's article? ✗
- Did you copy from the internet? ✗
- Did you get it from MOAA? +
- Did AI write it? +

Additional MOAA Resources

- Monthly articles for your use
 - Copyright guidance
 - Advertising opportunities
 - MOAA's brand book and logos
 - 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](#)

Images and Photos

- MOAA's digital asset management system has changed from Photoshelter to Canto.
- Bookmark this link to get access to files. It will be periodically updated with recent MOAA HQ events.
- <https://moaa.canto.com/v/ACC>



What's Working



Peer Examples

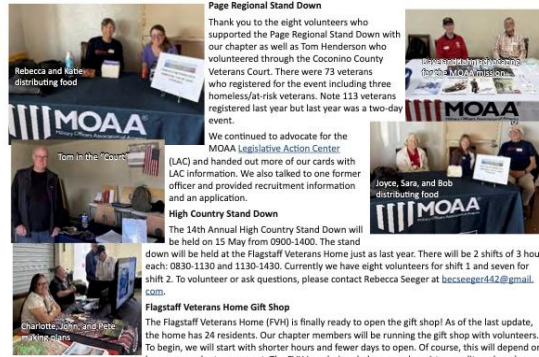


From Our Volunteer Coordinator

Follow Canyoners,

2026 Stand Down Schedule

14th Annual High Country Stand Down, Flagstaff Veterans Home (2100 N Gemini Dr), Friday-15 May
 7th Annual - Williams Stand Down, Williams Recreation Center (300 W Railroad Ave), Williams AZ, Friday-11 September
 4th Annual - Twin Arrows Stand Down, Twin Arrows Conference Center (22181 Resort Blvd), Twin Arrows AZ, Friday - 2 October



Page Regional Stand Down

Thank you to the eight volunteers who supported the Page Regional Stand Down with our chapter as well as Tom Henderson who volunteered through the Coconino County Veterans Court. There were 73 veterans who registered for the event including three homeless/at-risk veterans. Note 113 veterans registered last year but last year was a two-day event.

We continued to advocate for the MOAA Legislative Action Center (LAC) information.

We also talked to one former officer and provided recruitment information and an application.

High Country Stand Down

The 14th Annual High Country Stand Down will be held on 15 May from 0900-1400. The stand down will be held at the Flagstaff Veterans Home just as last year. There will be 2 shifts of 3 hours each: 0830-1130 and 1130-1430. Currently we have eight volunteers for shift 1 and seven for shift 2. To volunteer or ask questions, please contact Rebecca Seeger at beccaeger42@gmail.com.

Flagstaff Veterans Home Gift Shop

The Flagstaff Veterans Home (FVH) is finally ready to open the gift shop! As of the last update, the home has 24 residents. Our chapter members will be running the gift shop with volunteers. To begin, we will start with shorter hours and fewer days to open. Of course, this will depend on how many volunteers we get. The FVH is ordering shelves, a cash register, credit card reader, and inventory (primarily snacks and toiletries but that will expand) and will let us know when everything is in place. As of the end of April, the supplies and inventory have yet to arrive. Also, the FVH is looking for someone to provide planning for the gift shop. If you have some organizational skills that could ensure the gift shop starts off on the right foot, let Rebecca Seeger know and she will put you in contact with the right people at the FVH. To volunteer or ask questions, please contact Rebecca at beccaeger42@gmail.com. There will also be a sign up sheet at the May meeting.

Buddy Poppy

Memorial Day is fast upon us, and thus, so is our partnership with the VFW to collect funds to support local veterans via the Buddy Poppy sale. As usual, our members will be manning the East Walmart Buddy Poppy site on Friday, 22 May and Saturday, 23 May from 0900 to 1500 both days.

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Olympia Area Chapter

In this month's Bugle



THE BUGLE

Presidents Note

Greetings and Happy New Year to all! We had over 30 members turn out for our December Holiday luncheon and Officer and Board Member Installation at Panorama's seventeen51 restaurant. Chapter Secretary and Past President Ro Marcus officiated the officer and new board member swearing-in and following lunch, we were entertained by Latitude 47, a professional musical combo who not only played traditional Christmas and Holiday music, but also hits from the 60's, 70's and 80's. They played for just under an hour and, by the smiles and reactions of those present, were well received.

As we move into 2026, it is important for you, as a chapter member, to be active in the MOAA Legislative Action Center as chapter member participation will become a scored Chapter of Excellence evaluation activity. Also, look for the change to MOAA's privacy policy requiring members to opt-out verses opt-in to activate receipt of Chapter and Council emails.

At our November meeting, we passed out several letters from Shelton HS NJROTC Cadets asking for our support of their program. Treasurer, Bill Moseley passed these out to members who wished to volunteer and support a cadet. At our December meeting, I did not have an update and will reach out to the Shelton NJROTC to get an update for our January meeting. To those who took a letter and donated, thank you for your generosity.

And for those following Santa's Castle, their toy distribution is over and this year they served over 1000 more kiddos than last year. The final numbers are not in, but it looks like close to 5000 kiddos served and over \$1 million in toys, experiences, and food gift cards were dispensed. Again, many thanks to all who contributed to our sports ball collection and also those who made donations.



FIVE STAR AWARD WINNING NEWSLETTER for the members and friends of Olympia Area Chapter (WA 04) of the Military Officers Association of America, a 501(c)(3) organization.

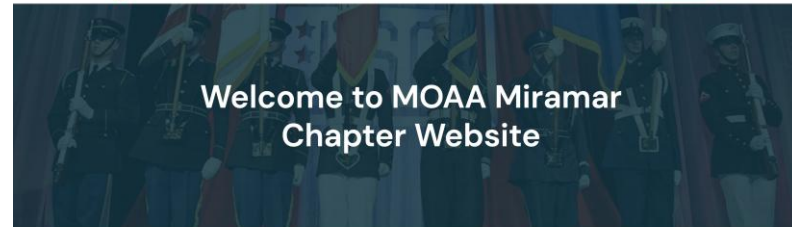
P.O. Box 5957, Lacey, Washington 98509-5957



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JANUARY 2026



Welcome to MOAA Miramar Chapter Website



A Message from the Chapter President

I'm honored to serve as your President and look forward to growing our chapter, welcoming new members, and strengthening our connection with the local military community. Excited for the journey ahead!

Gerard P. Cloutier, LTCol, USMC (Ret)
 President, Miramar Chapter, MOAA



WELCOME TO COMOAA

Never Stop Serving



Both MOAA and COMOAA are non-partisan organizations. This website reflects this policy.



COMOAA Events, Activities and News for details pertinent to upcoming COMOAA meetings, activities, events and important news, see the current monthly SITREP. This publication is emailed to



MOAA NEWS & INFORMATION LINKS
[MOAA Legislative Action Center](#)
[Advocacy in Action 2026 - MOAA Takes the Hill](#)
[MOAA Advocacy in Action 2026 - Mission Continues](#)
[MOAA Advocacy News](#)
[MOAA's Mission & Purpose](#)



Sneak Peek at Locator

MOAA LOCAL CHAPTERS

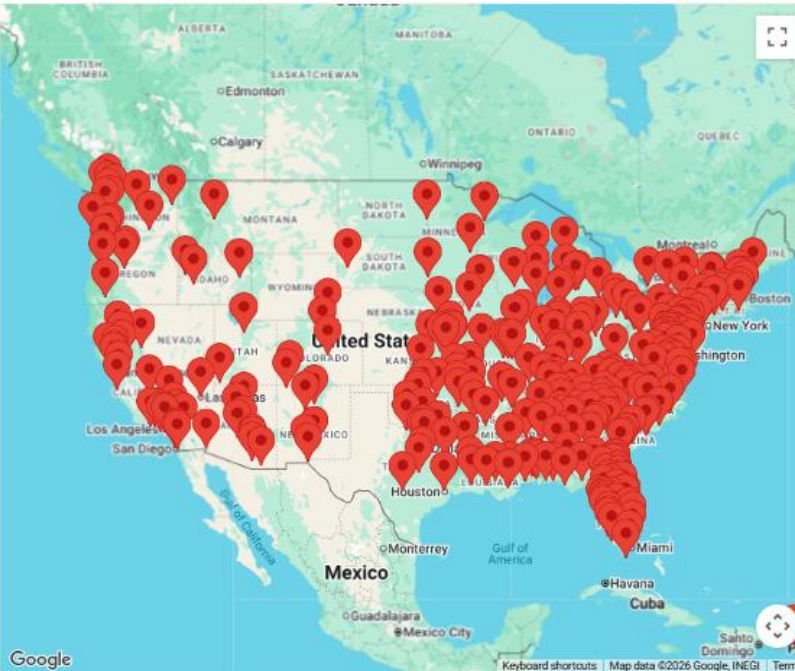
MOAA's nearly 350 local chapters, including eight virtual ones, build vital grassroots support for our legislative goals across states and local districts. They also provide a sense of community, support their communities through programs and scholarships, and provide an opportunity for MOAA members to "Never Stop Serving." Find your local chapter and get involved today.

Enter your address, city, or zip code 25 Miles ▾ SEARCH CHAPTERS

CHAPTERS -

Acadiana Chapter of the MOAA
LA01
PO Box 53911
Lafayette, LA, 70505-3911
Meeting Time: 3rd Thursday
Meeting Place: Various Locations
[View Detail](#)

Admiral Arleigh Burke Chapter
CO01
PO Box 17224
Boulder, CO, 80308-0224
Meeting Time: Third Saturday of the Month, 0900
Meeting Place: Atonement Lutheran Church, 685 Inca Parkway, Boulder, CO 80303
[View Detail](#)



Use the search bar above to begin locating chapters.

Questions?



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Military Officers Association of America