



Messaging Matters

The Foundation of Successful Membership Recruiting

May 28, 2026



Why Messaging Matters

81%

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

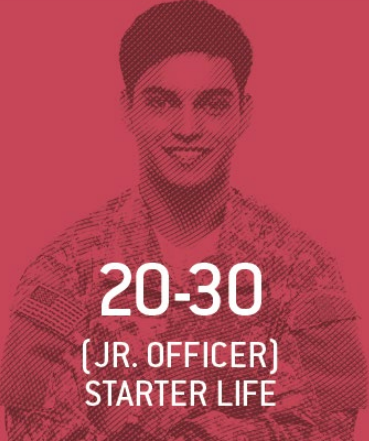
96%

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



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

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



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?”

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



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



MOAA Resources

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