

Prospective Member Outreach Workshop Session

May 28, 2026



Prospective Member Data Update

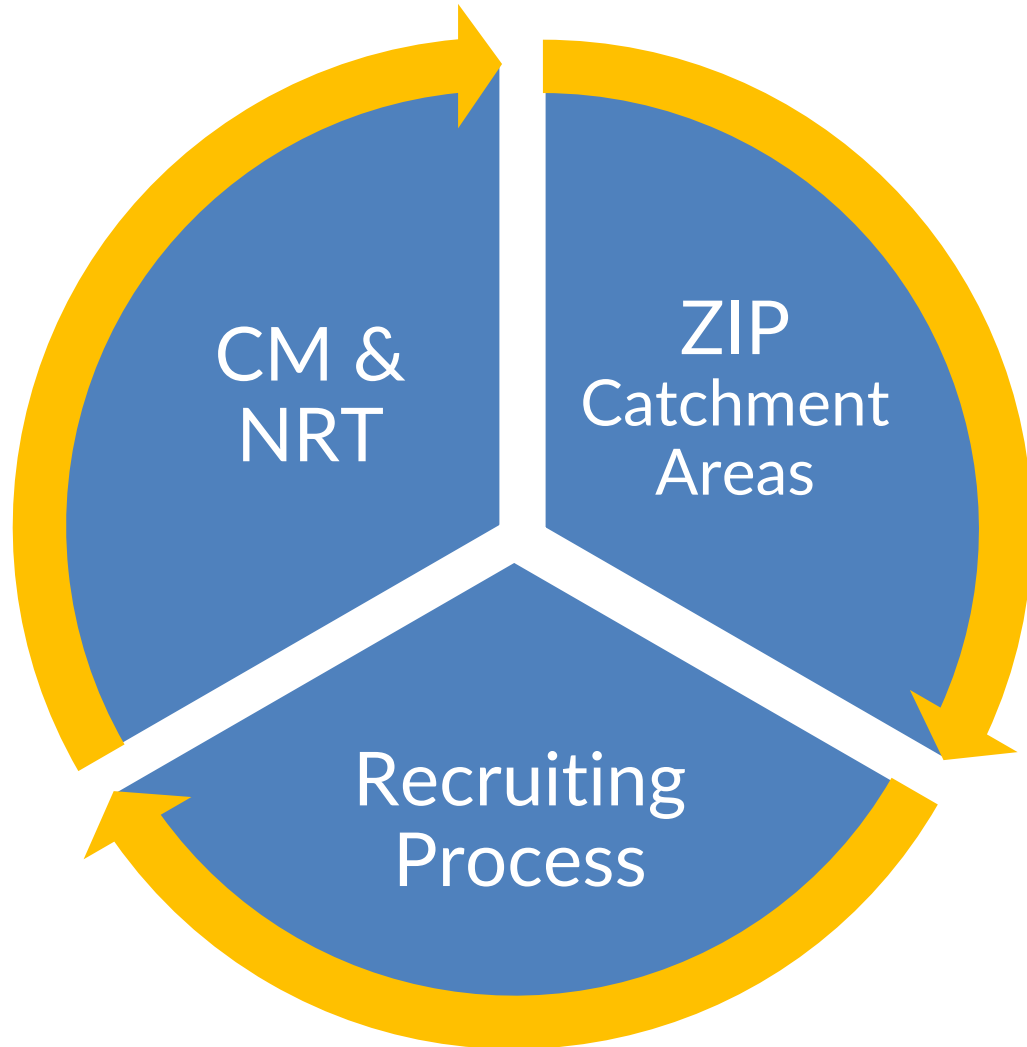
- Final release of data is complete
 - 225,000 prospectives names provided to 331 affiliates
 - Initial Box accounts closed March 15
 - Continuing assistance to affiliates as required
- Recruitment letters available on Council/Chapter webpage
- Encouraging lessons learned and best practices to share
- MOAA is committed to ongoing support

You Have Support

- Lt Gen Kelly, President and CEO
- Doug Sanders, General Counsel
- Jim Carman, VP Council/Chapter and Member Support

- Bottom Line: This is a priority and you have every MOAA resource at your disposal

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

Recruiting Process: Develop a Plan

- How are you reaching out to prospects
 - Email, mail, phone calls
- Who are you reaching out to
 - Membership level (NY Council model)
 - Everybody (FL Council model)
 - By Rank and ZIP Code (SE NC Chapter)
- Frequency of communication
 - Three to four times a year
- Stay within your resources

Committee Module and NRT

- Only half of our affiliates are active in CM/NRT
- CM/NRT Training and Familiarization
 - Included in workshop programs
 - Dedicated roundtable
 - New program: Monthly CM/NRT scheduled “office hours”
 - Third Tuesday of every month 1-3p ET. First event is March 17.

ZIP Code/Catchment Issues

- Catchment Areas not Synchronized with National
 - NRT is synchronized to ZIP codes
- Overlapping ZIP Codes
- Reassignment of Closed/Merged Chapter ZIPs
- Cross-State Chapter Catchment Areas
- ZIP Code Currency

Catchment Area Expectations

- Councils Take Lead on Coordinating Chapter Catchment Areas
- Independent Chapters Coordinate with National
 - Single-chapter states own entire state catchment
 - Multi-chapter states divide catchment areas for state coverage
- Current ZIP code assignments can be viewed in the NRT

ZIP Code/Catchment Area Way Ahead

- All Councils and Independent Chapters were sent current ZIP Code Assignments for all active chapters
- Councils to review and provide updated chapter ZIP code assignments. No hard timeline set.
- Multi-Chapter Independent States asked to coordinate catchments
- Single-Chapter Independent States assigned total state catchment area

ZIP Code/Catchment Area Way Ahead

- Our staff will records changes to state ZIP code assignments as received
- Resolve cross-state and chapter catchment overlaps where required
- This project will take time, but we hope to make a priority
- Catchment areas will always require update

NRT Catchment Area ZIP Codes



Instructions:
1. Manager can conduct a search in 3 month increments
2. If report displays blank, there are no potential members within the dates selected

From
Nov 3, 2025

Portland Chapter (OR03)

All ZipCode

- 97001
- 97002
- 97003
- 97004
- 97005
- 97006
- 97007
- 97008
- 97009
- 97011
- 97012
- 97013
- 97014
- 97015
- 97017
- 97018
- 97019
- 97022
- 97023

All ZipCode

SEARCH



Outreach Efforts Are Working

- Smoky Mountains Chapter (TN):
 - Single member chapter in March 2025
 - Meeting this week included 38 members, 15 newly recruited
- Southeastern North Carolina Chapter
 - Two campaigns yielded 5 retired and 3 AD members
- Kitsap Chapter (WA)
 - 30 prospective members joined a membership drive
- Northeast Florida Chapter
 - Eight new members and three open to communication

Prospective Member Data Process

- For Issues Reach Out via chapters@moaa.org
- Recruitment Letters Available on CC Webpage
- Report Opt-Outs to chapters@moaa.org
- Send PII Data via Secure Portal i.e., Box. No thumb drives.
- Share Lessons Learned and Best Practices



Discussion





New York Council Outreach

Feb 2026 mailing to 1,047 MOAA Non-Chapter Members in New York

- 6,470 prospective members (council and chapters)
- 2,520 prospective members (council only)

	Total Sent	Opened	Clicked*	Bounced	Unsubscribed
LIFE (02/16/26)	189	109 (57.0%)	16 (8.0%)	4 (2.0%)	1 (0.5%)
PREMIUM (02/24/26)	80	39 (51.0%)	1 (1.0%)	3 (4.0%)	0
BASIC (02/24/26)	778	348 (45.0%)	65 (8.0%)	10 (1.0%)	3 (0.4%)

- Smaller initial mailing
- Segregated by MOAA member level

Florida State Virtual Network

Feb 2026 mailing to 18,000 MOAA Non-Chapter Members in Florida

- Introductory welcome
- State organization and activities, advocacy, and social media
- Information on chapters

Total Sent	Opened	Clicked*	Bounced	Unsubscribed
18,164	9,433 (52%)	701 (4%)	270 (1.4%)	39 (.2%)

[*Clicks to the following links:](#)

- Council website, newsletter link, social media: 1,258
- MOAA Legislative Action Center: 453
- MOAA Chapter Locator for Florida Chapters: 483

