

Council President/Independent Chapter President Meeting

April 16, 2026



Agenda

- Opening Remarks
 - Committee Chair CWO4 Lelia P. Jackson, USMC (Ret)
 - Chairman of the Board, General Thomas D. Waldhauser, USMC (Ret)
 - President and CEO Lt Gen Brian T. Kelly, USAF (Ret)
- Awards Ceremony
- Metrics
- Optimizing Chapter Growth
 - Prospective member recruiting
 - Chapter catchment area alignment
- Discussion

Program Updates

- MOAA Health Care Professionals Virtual Chapter (VC08)
 - President MG Jeffrey B. Clark, M.D., USA (Ret)
- Near Real Time (NRT) Report returned to service
- MOAA Foundation Community Outreach Grants
 - 56 affiliates applied for 82 grants
- Community Sponsorship Grants available
 - Awarding 9 councils and 65 chapters \$26,700 for community service activities

Program Updates

- WY-CO Chapter in Colorado Council
- Cheddar-up Feedback?
- ROTC Medals Update
- 10 First-time LOE Submissions
- TotalForce Plus Conference 2.0:
 - February 1, 2, and 3
 - Gaylord Conference Center at National Harbor
- Reminder with travel claims, there is an opportunity to donate your reimbursement to MOAA Charities

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

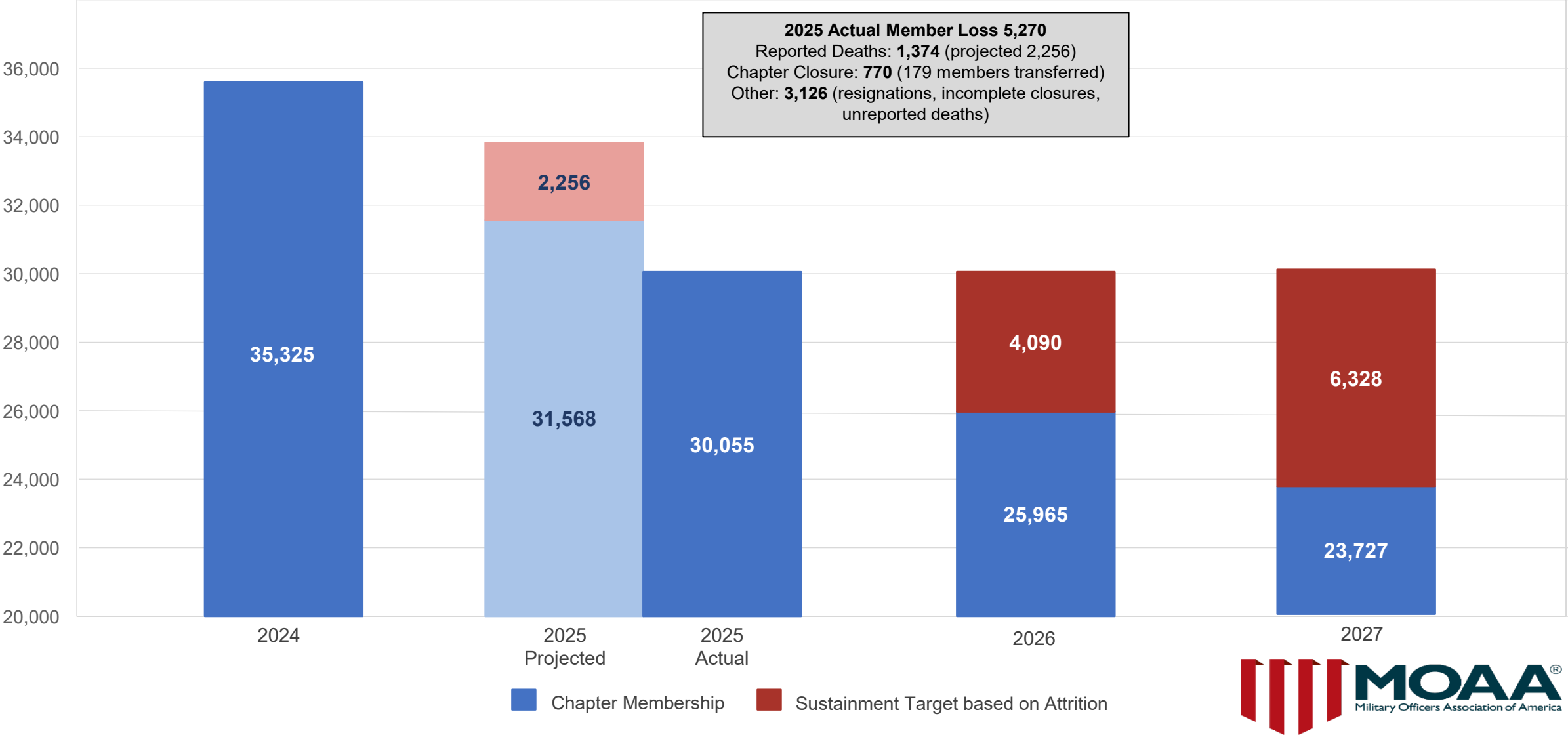
State of Councils and Chapters

- Current numbers:
 - 31 councils
 - 300 geographic chapters
 - 8 virtual chapters
 - 9 satellite chapters
 - 27 chapters are classified “at-risk”
 - Down from 60 “at-risk” in last report

METRICS

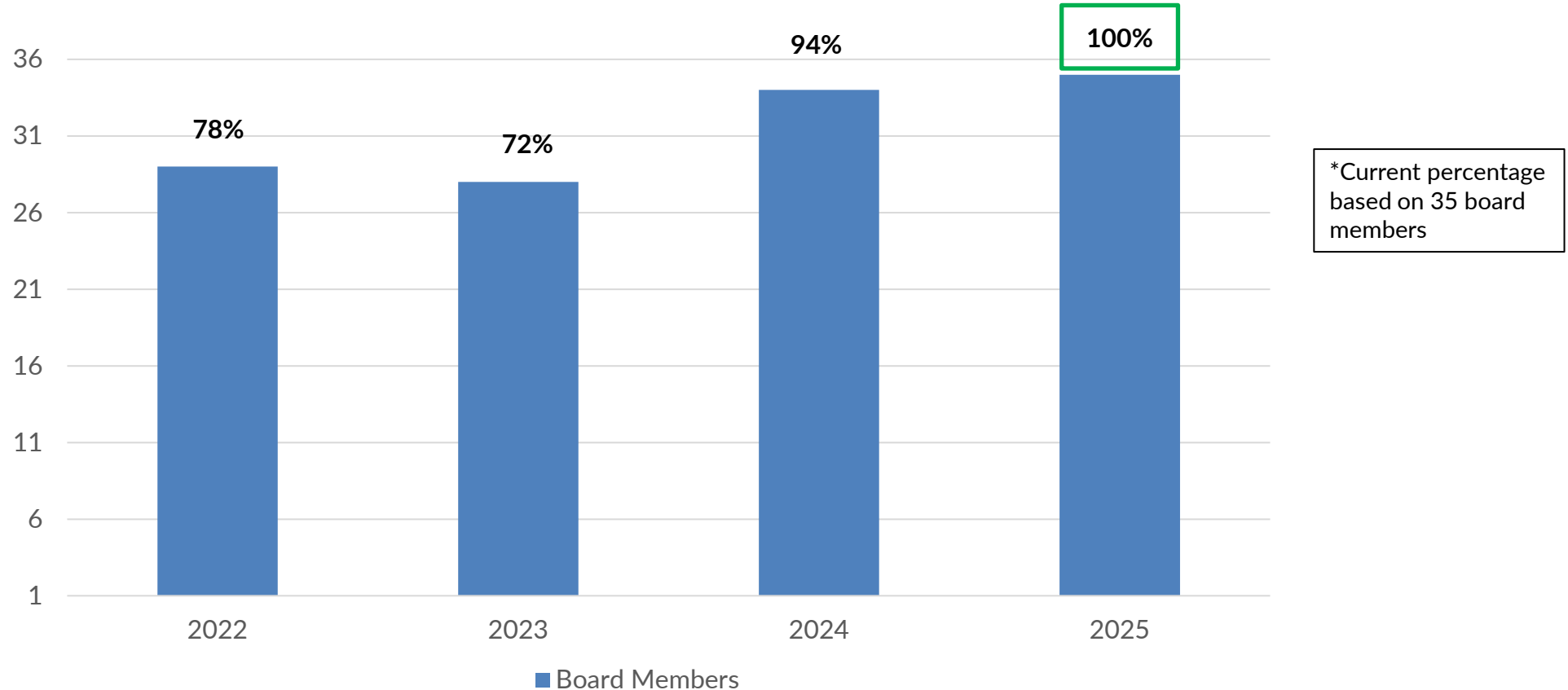
Sustain Chapter System Viability: 1 Metric for CEO Board Brief

2026 Goal: Gain New Members Sufficient to Meet or Exceed Expected 2026 Losses



4. Board Involvement

Number of Board Members Who Are Chapter Members



Three-year trend

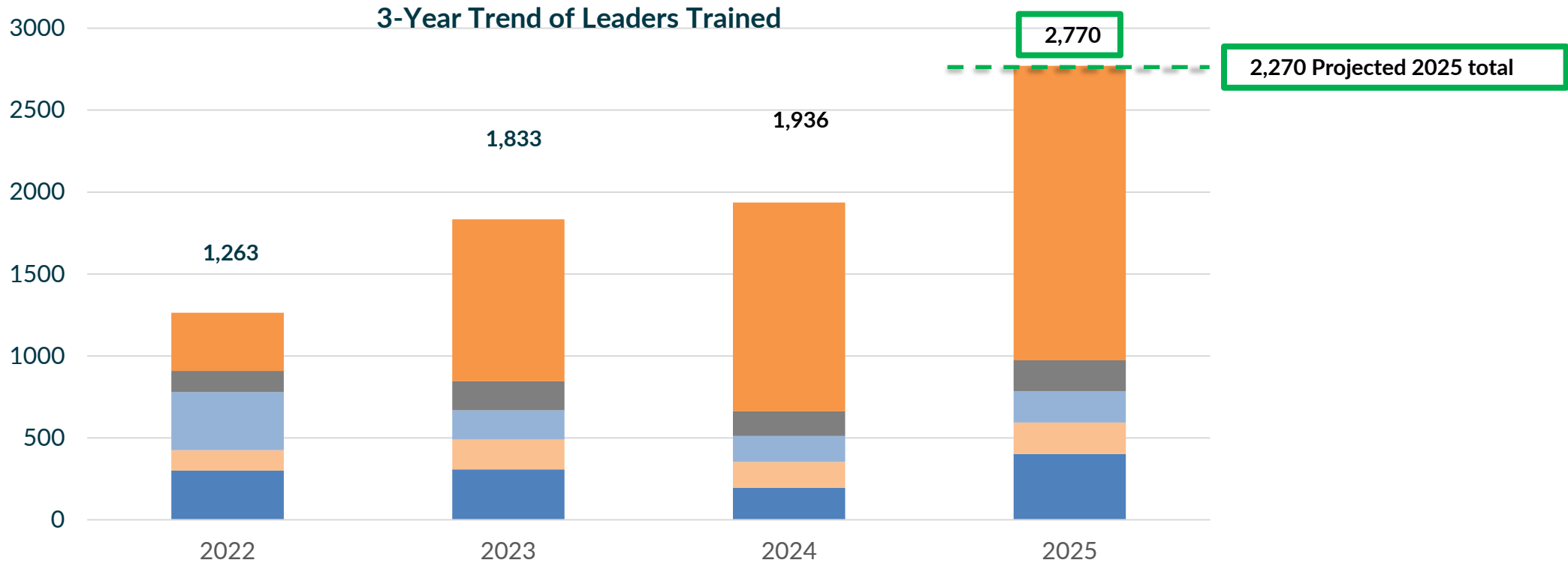
Green: >90%

Yellow: 80%-90%

Red: <80%

Training Metrics

Chapter Leaders Trained: Presidents; Membership, Legislative, and Surviving Spouse Chairs/Liaisons Trained



3-year Trend
 Green: 50- 100%
 Yellow: 30- 50%
 Red: Less than 30%

■ President ■ Membership ■ Legislative ■ Surviving Spouse ■ Other



PROSPECTIVE MEMBER DATA RELEASE

Prospective Member Data Update

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

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



New York Council Outreach

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

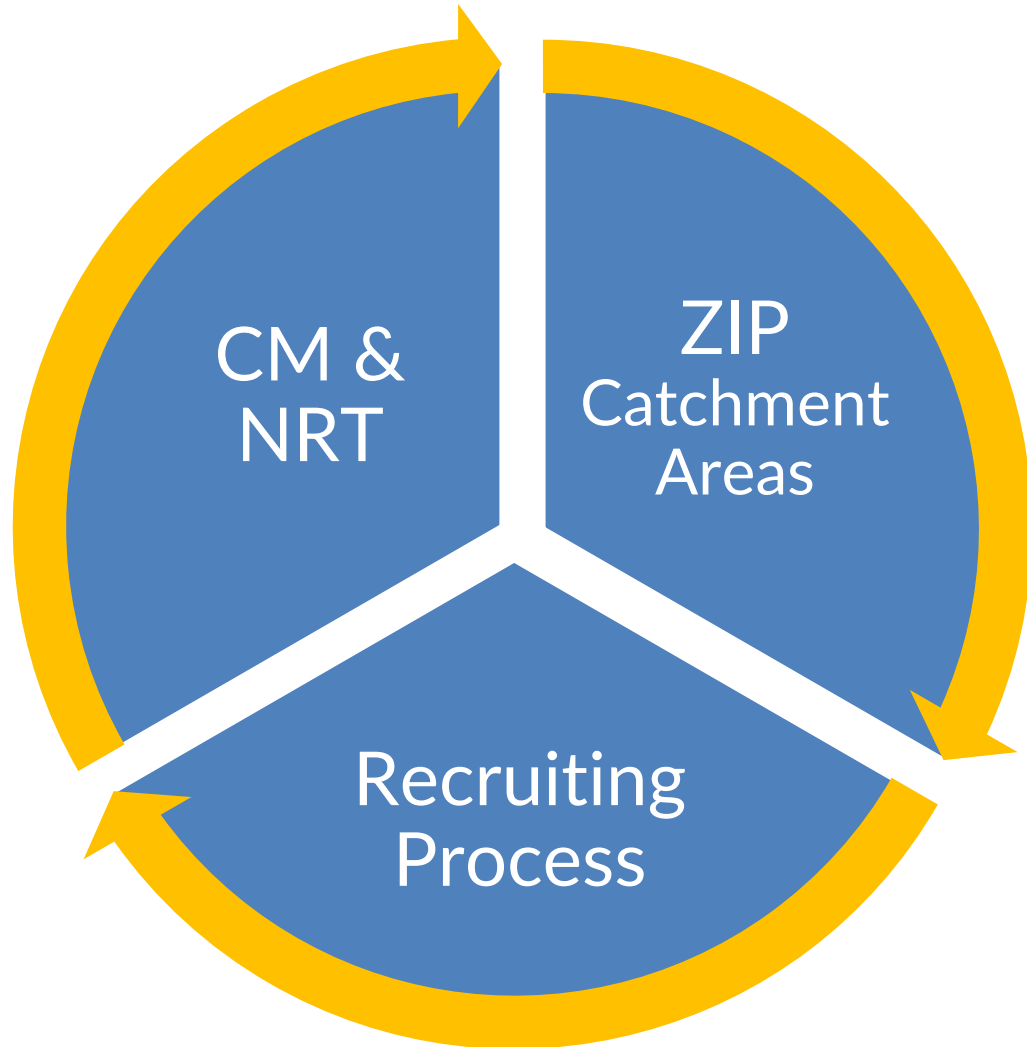
- 6,470 prospective members (council and chapters)
- 2,520 prospective members (council only)

	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 membership level

OPTIMIZING CHAPTER GROWTH

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 Planning and Process

- Prospective member data provided
- Recruitment will be ongoing for years
 - Requires planning, execution, and trial and error
 - ACC has a continuing role in training and mentorship, recruitment tools, clearing house for best practices, lessons learned, and metrics
- Develop, foster and support follow-on initiatives
 - State virtual networks

CM /NRT

- Essential to managing and documenting membership
- Half of MOAA affiliates not/under utilizing CM
- NRT is the only enduring prospective member pipeline from MOAA National
- ACC is addressing CM/NRT familiarization and training
 - Dedicated training sessions at geographic and virtual workshops
 - Roundtable(s) dedicated to training
 - Council organized virtual training sessions

ZIP Code/Catchment Issues

- Catchment Areas not synchronized with national
- 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

- ACC Sends Councils Current ZIP Code Assignments for Active Chapters
- Councils Review and Provide Updated Chapter ZIP Code Assignments
- Multi-Chapter Independent States Coordinate Catchments
- Single-Chapter Independent States Assigned Total State Catchment

ZIP Code/Catchment Area Way Ahead

- ACC Records Changes to State ZIP Code Assignments as Received
- Resolve Cross-State and Chapter Catchment Area Overlaps Where Required
- Continuous Updates Required

DISCUSSION FROM THE FIELD

FINAL THOUGHTS:

**NATIONAL VOLUNTEER APPRECIATION
MONTH!**

