MOAA’s New Membership Model

Effective Jan. 1, 2013, MOAA will launch a new three-tier model of membership. The new membership model will provide a new connection with currently serving officers; a better bundled package of services for those nearing military retirement and those in their second careers; and a renewed emphasis to be all we can be to life members.

Basic Membership: This model expands MOAA’s reach to younger officers currently in uniform by offering a relevant and compelling electronic experience (at no fee), and emphasizes no one advocates more strongly for them than MOAA. Features include:

- Promoting a strong national defense. MOAA will continue to advocate for a strong, top-quality career force with compensation and benefits for military members, retirees, veterans, and their families and survivors that is commensurate with the extraordinary demands and sacrifices imposed upon them.
- Basic members will receive tailored communications about the legislative issues that impact them and their families.
- Basic members will have access to limited product, transition, and financial information services. MOAA will offer Basic members additional value to move them to Premium memberships.
- Includes information on the importance of chapter membership and how to locate the nearest chapter.
- Anyone can join as a Basic member, but members over age 35 are limited to three years. Basic members either lapse to a Prospect or upgrade to a Premium or Life membership.

Premium Membership: As Basic members decide to remain in the career force or think about transition, our message to them will be to upgrade their membership to Premium. We will offer a better package of transition and other services to help these members navigate a significant decision point in their lives by:

- Providing life coaching with their second career search.
- Providing valuable advice on financial and insurance needs.
- Becoming their new unit of assignment in retirement. We wore their same uniforms and now work to protect what they’ve earned through a career of service and sacrifice.
- Building trust and confidence to set the stage for further advice on life’s transitions.
- Building on the idea of chapter membership as part of their MOAA membership experience. Future enhancements include a special coupon towards chapter membership.
- Note: Premium members must choose a one-, two-, or three-year membership term. Starting January 2013, one year is $37, two years is $72, and three years is $95. The only other Premium category is for Auxiliary members. One year is $34, two years is $65, and three years is $85. Any age member can be a Premium member as long as their dues are paid. Lapsed Premium members downgrade to a Basic membership, which has age/time limitations.
Life Membership: Life members are the regular commissioned component of MOAA membership, which represents half of all MOAA members today. MOAA will capitalize on the activism of Life members by encouraging them to continue to serve in their communities by:

- Further connecting them to our council and chapter network by offering them opportunities to make a difference. Future enhancements include a special coupon towards chapter membership.
- Offering enhanced Life membership benefits and privileges with transferability to spouse.
- Note: Anyone can be a Life member at any time. You can access the Life rate schedule through MOAA’s Member Service Center by calling (800) 234-6622. Life membership has a separate Dual Military Spouse rate schedule.

New Membership Model FAQs

Q. Why is MOAA changing their membership structure?
A. MOAA’s goal is to be the professional association for military officers and their families at every stage of their lives and careers. MOAA recognizes the need to serve and engage career officers who are in the earlier stages of their careers, while still preserving the value of membership to our established members. MOAA developed an enhanced membership model to address the new realities and opportunities for how people communicate and engage with our association. The new model allows people to be introduced to MOAA at no cost and progress through a process that provides the services they need every stage of their career, all at the appropriate cost for their level.

Q. How will the new structure affect me?
A. For the most part, the vast majority of current members will experience little significant change. Life members will remain Life members, and all other members in a current Paid status will be designated as Premium members. The greatest change will be that, as Life and Premium members, you will need to log in to MOAA’s website to gain access to some information and services. This is because some materials will be available only to you at your level of membership. For these paid categories, we believe you will see added value that corresponds to the level of dues paid. Basic members will be able to access a level of information MOAA believes will best introduce them to MOAA’s information, products, and services. Our hope is that as we build a relationship with these new members, they will realize the value of MOAA and choose to upgrade to a Premium or Life membership to gain access to the full range of MOAA’s information, products, and services.

Q. When does the new structure take effect?
A. A majority of the changes will take effect beginning Jan. 1, 2013. However, there may be additional enhancements made to the plan as we move forward.
Q. Why are some people allowed to be members without charge?
A. Our enhanced membership plan will allow officers to be introduced to MOAA early in their career, and establish a relationship with MOAA at no cost. As those officers progress in their career, it is hoped they will realize the value of MOAA and will choose to upgrade their memberships to either Life or Premium to gain access to the information, products, and services appropriate to them at their particular stage of life or career.

Q. Why do I have to log in to MOAA’s website now when I didn’t have to before?
A. It will be necessary for Life and Premium members to log in to MOAA’s website to gain access to some information and services. Some materials will be available only to you at your level of membership. For these paid categories, we believe you will see added value that corresponds to the level of dues paid. Basic members will be able to access a level of information MOAA believes will best introduce them to MOAA’s information, products, and services. Our hope is that as we build a relationship with these new members, they will realize the value of MOAA and choose to upgrade to a Premium or Life membership to gain access to the full range of MOAA’s information, products, and services.