

2020

Chapter Recruiting Program Guide



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January 2020

Dear Council / Chapter Leader:

The 2020 recruitment program guide is packed full of information to help councils and chapters recruit and receive monetary incentives. Please take part in MOAA's nationwide campaign to build chapter membership, which is the lifeblood of our association. Also, take some time to review and share information from this guide with your entire team.

Since transforming our recruiting efforts to better focus on chapter membership, you have delivered with the recruitment of nearly 16,000 new chapter members. With your help, 2020 will be an even bigger success!

In this guide, you will find tips and tools needed to launch an effective recruiting campaign, including how to leverage MOAA's Committee Module (CM) which allows chapter leaders to update their membership roster, add new members and remove members in real time, as well as providing a monthly recruiting list of MOAA members in your area. The CM can also be used to verify MOAA membership using the column marked "MOAA Status." CM Administrators should use the CM database portal throughout the year in order to document changes in chapter membership. It is very important to keep the CM updated in order to ensure proper credit and incentive eligibility for your chapter.

One of the biggest changes to the recruiting program this year is the quarterly council incentive award will be based on total chapter membership rather than by region. We expect this change to "level the playing field" and boost recruitment morale for smaller chapters. Additionally, we have initiated a one-time bonus incentive for chapters that make every eligible chapter member a MOAA national member at the basic level or higher.

When recruiting, please remember the largely untapped pool of surviving spouses (both current MOAA members and non-MOAA members). Also connect with the virtual chapters to determine if any of their members are in your geographic chapter catchment area and would be interested in chapter membership. Take advantage of regional training opportunities, other council/chapter leader best practices and contact our team at chapters@moaa.org if you need further assistance.

We appreciate your effort to help grow and strengthen our chapter system. Thank you for your continued support and for everything you do to "Never Stop Serving!"

Respectfully,

Terri Coles
COL, U.S. Army (Ret)
Senior Director, Council and Chapter Affairs
Military Officers Association of America (MOAA)

2020 Key Dates

- | | |
|-----------------|---|
| January | <input type="checkbox"/> Chapter Recruiting Campaign Announcement |
| | <input type="checkbox"/> Competition officially begins |
| | <input type="checkbox"/> 2019 Annual incentives paid |
| | <input type="checkbox"/> Announce 4 th Quarter award winners by category |
| February | <input type="checkbox"/> 2019 Annual Award winners announced and paid |
| March | <input type="checkbox"/> March 31 deadline to update Committee Module Chapter Roster for LOE purposes |
| April | <input type="checkbox"/> Announce 1 st Quarter award winners by category |
| June | <input type="checkbox"/> June 1 deadline to make 100% of chapter members also MOAA members in order to earn bonus incentive |
| July | <input type="checkbox"/> Announce 2 nd Quarter award winners by category and bonus incentive winners |
| October | <input type="checkbox"/> Announce 3 rd Quarter award winners by category |
| December | <input type="checkbox"/> December 31, annual campaign ends; deadline to update Committee Module Chapter Roster for 2020 recruiting program awards and incentives. |
| 2021 | |
| January | <input type="checkbox"/> Annual award winners announced |

MEMBERSHIP INFORMATION

MOAA Membership Eligibility

Membership in the Military Officers Association of America is open to active duty, former, retired, and National Guard and Reserve commissioned and warrant officers of the seven U.S. uniformed services and their surviving spouses.

Background Information on MOAA's Affiliate System

- National MOAA board of directors approved the formal affiliation of councils and chapters in 1953. The first virtual chapter was chartered in 2016.
- Affiliates are independent, self-governing, and self-supporting organizations that choose to affiliate with national MOAA for the purpose of cooperation and mutual support in attaining common goals.
- There are nearly 400 affiliates nationwide (affiliates include councils, chapters and satellites).
- Affiliate members are highly encouraged to be national MOAA members

Reasons to Join a Chapter

You know the value of belonging to MOAA and your chapter. But when you're talking to a potential new chapter member, it's important to remember that many officers might have only limited knowledge of MOAA's chapter system. Creating a dialogue and asking open-ended questions is the best way to find out if and how a chapter membership could help a prospective member. Find out as much as you can about their priorities in order to tailor a response that is more likely to resonate with them personally. Here are some suggested reasons to give.

1. **Make yourself heard.** MOAA's chapters provide critical grassroots support for MOAA's national legislative agenda. Our benefits are under attack, and MOAA is in the fight to preserve them. Chapter members let their legislators know what's on their minds and open doors for MOAA's legislative team in Washington, D.C. In these difficult times, MOAA members need to stick together, and our chapters are the best way we know to do that.
2. **Give back to the community.** Chapter members are MOAA's ambassadors in their communities, supporting countless programs that make a difference in the lives of others. These members continue their "officership" service and are giving back in the truest sense.
3. **Value added to chapter members' lives.** MOAA chapters sponsor interesting programs and opportunities to interact with civic, political, military, and business leaders on issues important to members.
4. **Networking with fellow officers.** Chapters include second-career members in the work force and retired servicemembers who have contacts in their communities that can be valuable to transitioning officers.
5. **Stay informed.** Chapter newsletters, websites, and meetings provide you with the latest information on local, state, and national issues and changes to military benefits.
6. **Influencing state legislation.** Most states have a council of chapters that unites chapters in the state. These councils, and independent chapters in states without a council, often lobby for and pass state-level legislation that affects military members and their families, such as exempting military retired pay from state income tax or increasing funding for state veterans programs.
7. **Camaraderie with a purpose.** MOAA chapters unite active duty, former, and retired officers from every branch of service, including National Guard and Reserve, as well as surviving spouses. These centers of camaraderie not only give you a chance to connect with other members with similar backgrounds and interest, but to also develop close and lasting friendships.

RECRUITING TOOLS

Electronic Funds Transfer Account

All active chapters should have an Electronic Funds Transfer (EFT) account, which is used by national MOAA to disperse monetary incentives, chapter dues, sponsorship money, etc., directly into the chapter's checking or savings account. EFT is the only method MOAA will use to disburse funds.

To register your chapter's bank account, we will need the following information:

- routing number of banking institution;
- account number;
- account type (i.e., checking or savings); and
- Chapter Point of Contact (name and email) to be notified whenever funds are transferred

To protect your information, we prefer you relay the requested information via telephone by calling MOAA at (800) 234-6622 and asking to speak with a Chapter Affairs Specialist, ext. 120, or ext. 168. If you choose to mail the requested information, you can send it to Council and Chapter Affairs, MOAA, 201 N. Washington St., Alexandria, VA 22314.

Weekly Recruitment Tracker

By the end of the business day each Friday, MOAA will post an updated recruitment tracker in the [Recruiting Section](#) of the chapters webpage. This tracker was developed so that chapter leaders can see their progress and should reflect updates Committee Module Administrators have made to their roster. The weekly tracker will display chapter name by category size, and two columns: (1) Chapter Members Added and (2) Receiving Incentives for (i.e. Incentive Qualified Members). The data will reflect calendar year recruits to date. At the end of the calendar year, the data will be used to calculate the annual recruiting incentive.

Common Join Form

In 2019, MOAA released [two versions of a Common Join Form](#) which consolidates enrollment for MOAA National membership and chapter membership. The form is intended to be customized with your chapter logo and information, duplicated, and either filled-in electronically or by hand by prospects. Detailed instructions on how to add your chapter's name and logo on the Fillable PDF or Word Document are available at these links: (1) [Fillable PDF Instructions](#) and (2) [Microsoft Word Instructions](#). The (untailed) form is shown on the following page.

Chapter Voucher Program

The chapter voucher program invites national MOAA members to join their local chapter at no cost to the individual. All new (or upgraded) PREMIUM and LIFE national MOAA (non-chapter) members receive chapter vouchers in their new membership kits in the mail which can be redeemed for their free chapter membership. The letter also includes the name of their local chapter and how to contact them. PREMIUM members receive a voucher good for a one-year chapter membership, and LIFE members receive a two-year voucher. These same members will appear on the chapter's near real time (NRT) report on the Committee Module (see NRT section below). Chapters should connect with these new members and honor the free year(s) of chapter membership. Submission of the voucher to National MOAA is not required since member records are electronically flagged. Chapter membership dues are not reimbursed by national MOAA, but recruiting the new MOAA member as a new chapter member will count toward annual incentive payments if otherwise eligible (see below section).

For a chapter to qualify for the above mentioned incentive, the PREMIUM or LIFE member **must** be added to the Committee Module as a new chapter member prior to the end of the calendar year and be otherwise eligible. Presidents or membership chairs can view the new member's MOAA membership status after adding the new member through the module.

Online Chapter Member Dues Join and Renewal Program

The Online Chapter Membership Dues Join and Renew tool is offered at no cost to chapters and allows participating chapters to offer single and multiyear chapter membership renewal to members, as well as an option to include a donation (up to \$100) in addition to their dues.

- Chapters must comply with all MOAA security and privacy standards. (Go to www.moaa.org/privacy for more information.)
- Each chapter sets its own annual chapter dues rate. A minimum of \$12 a year is required.
- The annual dues cycle is established by each individual chapter.
- Regardless of the date submitted, the chapter membership expiration date will be the last day in the final month of the annual dues cycle as established by the chapter.
- Renewing members are required to pay a full year of annual dues, regardless of the date they submit the dues payment. Their local chapter membership expiration date will be the last day of the final month of your chapter's dues cycle.
- Newly joining members enter the chapter's annual dues cycle based on the month/day in which they submit their chapter membership payment via the online tool. If they submit their chapter membership payment within the first six months of the chapter's dues cycle, they would be required to submit a payment for the full annual rate. For new members joining after six months of the chapter's annual dues cycle, they pay half of the annual amount.
- All new joins and renewal confirmations will be sent to the account and email address furnished by the chapter as well as the new/renewing chapter member.
- The system will collect the online payments (credit and debit cards only) and distribute to the chapter by EFT by the fifth day of each month.

We encourage chapter leaders to learn more about the program and enroll today [using this link](#). You can also email chapters@moaa.org with any questions.

Chapter Electronic Support Messages

To assist our councils and chapters in their efforts to promote events and recruit new chapter members, national MOAA will email council/chapter electronic support messages to non-chapter MOAA members who live within your chapter's zipcode area and who have opted to receive emails from national MOAA.

We will email up to two messages a year per council/chapter. To ensure standardization for our membership and ease for our chapter leaders, a [fillable template](#) is provided for your convenience. Be prepared to provide the following information:

- council or chapter name,
- location, physical address, date, and time of the event,
- program or event features (guest speaker, project, etcetera),
- costs,
- RSVP name, email, and phone number contact,
- website address or link to additional information (as desired), and
- council or chapter president signature block information.

Due to the large volume of requests, we are unable to accept customized requests. When composing your message, fill in the blanks with the appropriate relevant content and ensure proper grammar, punctuation, and sentence structure. We cannot email images, forms, or attachments with recruiting messages. To share these items with email recipients, post them on your chapter's website and provide the link in the body of your message. Be advised MOAA may edit to meet message-formatting requirements.

National MOAA requires 60 days advance notice to process the message and allow sufficient time for you to promote the event. We look forward to assisting our councils and chapters in marketing their events and with recruiting efforts.

To submit your request for the Chapter Electronic Support Message [use this link](#).

If you have questions on this program, email chapters@moaa.org.

Near Real Time (NRT) Report

The Near Real Time (NRT) report is a monthly recruiting list which includes non-chapter MOAA members for chapters to recruit into their chapter. Members listed on this report fall in three categories:

- (1) brand new MOAA member [BASIC, PREMIUM or LIFE];
- (2) MOAA members who recently moved into the chapter's geographic catchment area; and
- (3) members who recently opted-in to receive chapter communications.

Each chapter will have a refreshed list of NRT recruits on the Committee Module every month. (If there were no new joins, people who recently moved into your catchment area, or people who recently opted to receive chapter communications, your list will not contain any member data for the new month.) Chapter Committee Module administrators are encouraged to make contact with people on the list as soon as possible, at least prior to your next month's NRT report. We suggest saving the list each month, as it is not cumulative and the names will not reappear the following month. Committee Module administrators can find instructions about accessing and saving the NRT report, [using this link](#).

You should also check for updates on the "No Contact report" which indicates anyone who *opted-out* of chapter communications since the previous month's update. Any new person who opts-out of chapter communications will show up at the top of the cumulative "No Contact report".

Comply with the following MOAA guidelines concerning email addresses provided by MOAA national:

- The email addresses may only be used for official chapter communications inviting the addressees to join the chapter, attend chapter events, or participate in chapter activities.
- No more than three email messages may be sent to any addressee during a single calendar year.
- The email list may not be shared with any other organization or individual without the advance written authorization of the Director, Council and Chapter Affairs.
- Any files containing MOAA-provided email addresses shall be maintained in a secure manner, password-protected and accessible only by authorized chapter officers.
- Once an individual joins the chapter and becomes a chapter member, their email address may be added to the chapter's membership records and normal chapter correspondence from that date forward may occur. However, in today's environment it is prudent for chapter leadership to routinely take the appropriate steps to ensure the security and safe guarding of all members sensitive personal information.

As you move through your list, please identify any incorrect names, addresses, phone numbers, or other contact information you might find, and send your annotated list to MOAA via email (chapters@moaa.org) or send a hard copy to MOAA, 201 N. Washington St., Alexandria, VA 22314, ATTN: Member Service Center. Your feedback is vital to make the recruiting lists more accurate, and we appreciate your efforts.

Listed below are tips and best practices gleaned from MOAA's best chapter recruiters to use when working the NRT report (i.e. recruiting list).

- BASIC members – this class of members has a very limited amount of data. You might consider a short email message inviting them to your chapter for a meeting and including a newsletter so the new recruit can see what community engagement your chapter is/has been involved with.
- Premium and LIFE members – these prospects often are easier to recruit because they are already sold on the benefits of being a MOAA member. If there's a phone number or email listed in their record, use this method first. If not, the mailing address can be used to send them a note inviting them to a chapter meeting of their choice.
- Surviving spouses are an untapped resource. Besides recruiting those on your NRT report, use the surviving spouse virtual chapter and spouses clubs in your area to find and recruit them.

- If the prospect is older, provide information about your chapter's ride-sharing program to meetings, if one exists. Some older members find it difficult to participate in a chapter, particularly if they have to drive to a chapter meeting that's held at night.
- Follow up by mailing an invitation to join the chapter, particularly if you've not received a response to phone calls and emails.
- Get help from other members in your chapter. Everyone should be engaged in the recruiting effort.

Recruiting and Documenting New Chapter Members

We encourage you to ensure all existing chapter members are national MOAA members (at least at the BASIC level), and recruit new members for national MOAA when you recruit them for the chapter.

For existing chapter members, chapter leadership needs to obtain and document consent of the chapter member to join national MOAA, even at the free BASIC level. It is acceptable to document consent at the local level by either the chapter leader or the member initialing a print-out of the chapter roster, or some similar means. Notify MOAA national of the change in membership status using any of the below methods.

Enroll new BASIC (free) memberships on the enclosed "[Common Join Form](#)" or bulk multiple memberships via [Excel spreadsheet](#). As a reminder, a valid email address is required for BASIC membership. We encourage providing BASIC enrollments electronically. However, you prefer to mail them, please retain a copy of these memberships for your records.

Mail BASIC Membership Forms to:

MOAA, 201 N. Washington St., Alexandria, VA 22314-9975

Enroll PREMIUM/LIFE members electronically or using a paper MOAA membership enrollment form. A printer-friendly version of the MOAA membership enrollment form for PREMIUM and LIFE is available for downloading and printing from your computer:

http://www.moaa.org/uploadedFiles/Content/Chapters_and_Councils/Membership%20Application%20Brochure-2019.pdf

A signed check or credit-card instructions must accompany each enrollment form.

Mail PREMIUM/LIFE (Paid) Enrollment Forms to:

MOAA, P.O. Box 1488, Merrifield, VA 22116-9820

Note: For an individual to qualify as a new recruit, they must know, understand, and consent to becoming a local chapter member. This acknowledgment most often is accomplished by signing a chapter membership application or common join form, by completing an online application, or during a conversation with the potential member.

New chapter members need to be added to the chapter's roster in order to notify National MOAA of the membership and to qualify for incentive payments. New chapter members can be added in one of two ways.

1. Add a new chapter member (who is already a MOAA member) using the Committee Module by first locating their record through the module. When conducting a search, you must have the person's customer ID or email address. If you know the new member is **NOT** a MOAA member and has never joined MOAA before, use method 2 below. For instructions on adding the new chapter member to the Committee Module, review the [Committee Module instructional guide](#).

2. For a new chapter member who does not already belong to MOAA:
 - a. For a single member, use the online Chapter Member Gain Form: <https://fs20.formsite.com/moaaweb/ChapterRecruiting/index.html>.
 - b. Particularly when reporting more than five new members at one time, it is acceptable to consolidate and submit the information on an Excel spreadsheet to chapters@moaa.org. See below for instructions.

3 STEPS – WHEN SUBMITTING AN EXCEL SPREADSHEET TO MOAA HEADQUARTERS FOR MULTIPLE NEW BASIC MEMBERS

Step One:

Prepare Excel list of eligible prospects (**below is an example**)

| Last Name | First Name | MI | Addr | City | St | Zip | Email | Rank | Serv | Status | Category | Type of Consent | Date of Consent |
|-----------|------------|----|---------------|-------------|----|-------|-------------------|------|------|--------|------------------|-----------------|-----------------|
| Smith | Robert | L | 123 Foster Ln | Lake Forest | MD | 20744 | Rob987@icom.com | Col | USAF | Ret | Prosp | Signature | 6/6/19 |
| Lane | Mrs. Julie | S | 321 Foster Ln | Lake Forest | MD | 20744 | Julie345@icom.com | | | | Surviving Spouse | Signature | 6/6/19 |

Step Two:

Ensure that the Excel list includes these column headings: Prefix (i.e. Mr., Mrs., Ms. or Miss for Surviving Spouses or Former Officers) / First Name / Middle Initial / Last Name / Rank / Service / Status (i.e. active duty, retired or former officer) / ***Email address** / Surviving Spouse – include: all of the above except rank/service
Optional for Basic Membership: Mailing address / Phone number / DOB (if known) / Spouse Name

Step Three:

Provide completed Excel list to MOAA’s Member Service Center (MSC) at MSC@moaa.org; Copy email with Excel list to Chapters@moaa.org

Verification and Add to CM:

Please allow the MSC staff up to 3 – 5 business days to process memberships; Committee Module Administrator can then use the email address to verify and add these members to their CM roster.

INCENTIVES AND AWARDS

Notes:

1. Only one incentive is paid for any new chapter member (for the highest level of membership reported in the calendar year).
2. A new chapter member is “incentive-qualified” if they join MOAA at the BASIC, PREMIUM, or LIFE level, unless the member was previously reported as a member of your chapter within the past three years.
3. Affiliates will be placed in a competition category based on membership numbers reflected in the Committee Module at the beginning of the year.
4. Affiliates incentive payments will be based on incentive qualified members added during the calendar year. Progress may be tracked using the weekly recruitment tracker.
5. Changes from the 2019 program are indicated in **bold**.

Award for Councils

| <i>Award Categories:</i> | <i>Councils:</i> |
|-----------------------------|--|
| Category 1 (100 – 400) | CT, DE, IA, IN, MA, MI, OK |
| Category 2 (401 – 800) | AR, IL, KS, NJ, NM, OR, WI |
| Category 3 (801 – 1,200) | AZ, CO, KY, MD, MO, NY, OH, SC, TN, WA |
| Category 4 (1,201 and over) | AL, CA, FL, GA, LA, NC, PA, TX, VA |

Quarterly Recruiting Award:

- **\$100** awarded quarterly to the council in each category above whose state chapters recruit more new chapter members than any other council’s chapters, based on chapter recruiting in the state. At least 40 new incentive-qualified members must be added to the Committee Module by chapters in the state during the quarter in order to receive the award.
- Councils are encouraged to use some or all of the funds to help defray chapters’ recruiting costs and reward top producing chapters.
- Quarters are Jan-Mar, Apr-Jun, Jul-Sep, and Oct-Dec. Payment is made by EFT in the month following the quarter.

Incentives/Awards for Chapters

Award Categories for incentives and annual recruiting award:

| |
|---|
| Category 1: geographic chapter, 1 – 39 members |
| Category 2: geographic chapter, 40 – 66 members |
| Category 3: geographic chapter, 67 – 99 members |
| Category 4: geographic chapter, 100 – 149 members |
| Category 5: geographic chapter, 150 – 249 members |
| Category 6: geographic chapter, 250 + members |
| Category 7: All virtual chapters |

One-time National MOAA Recruiting Bonus Incentive:

- Chapters will receive a one-time **\$50 bonus** if **100%** of MOAA-eligible chapter members are national MOAA members at the BASIC level or above **on June 1, 2020**, as reflected in the CM.
- Incentive will be paid in July 2020 by EFT.

Annual Recruiting Incentive:

- Chapters will earn \$10 for every incentive-qualified BASIC member, \$15 for every incentive-qualified PREMIUM member, and \$30 for every incentive-qualified LIFE member who is new or upgrades membership level during the calendar year.
- Payment is made by EFT to the chapter in January of the following year.

Annual Retention Incentive:

*Virtual Chapters are currently not eligible to receive the retention incentive

- **\$150** retention incentive awarded to each geographic chapter that retains **90 percent** or more of their membership (comparing membership number in the CM on January 1st of 2020 to that in the CM on December 31, 2020), as determined by national MOAA.
- Membership must be documented in the CM by December 31.
- Chapters are not penalized for members who die or move out of the chapter’s catchment area. However, so that the members may be removed from your roster, deaths should be reported to MOAA using one of these three methods:
 - (1) [TAPS form](#)
 - (2) Email the Member Service Center (MSC) at MSC@moaa.org
 - (3) Call the MSC at (800) 234-6622
- Members who move away and are no longer a chapter member must report their new address to MOAA before CM administrator removes them from the roster. Or, if the chapter has the new address, they should call the MSC and report it. After the MSC has verified the change has been made, the chapter can remove this member from the roster.
- Payment is made by EFT to the chapter in January of the following year.

Annual Recruiting Award:

- \$250 is awarded to the chapter in each category which recruits the most incentive-qualified members. In the event of a tie, both chapters will receive the \$250 award.
- Payment is made by EFT in January of the following year.

Quarterly Recruiting Award (Independent Chapters (those in a state without a council), and Virtual Chapters only):

Award Categories for quarterly recruiting award:

Independent Chapters by Alias:

| | |
|--|--|
| Category 1 (geographic chapter; 1 – 30 members) | MS03, MS06, ND02, PR02, SD03, UT03, UT04 |
| Category 2 (geographic chapter; 31 – 50 members) | AK01, ID02, ID04, PR01, SD01, UT05 |
| Category 3 (geographic chapter; 51 – 100 members) | ID01, RI01, MS01, MS04, MS05, MS07, SD02, VT02 |
| Category 4 (geographic chapter; 101 or more members) | HI01, MN01, MN02, ME01, ME02, MT01, NE02, NH01, NV02, NV03, NV05, RI02 |
| Category 5 (Virtual Chapters) | VC01, VC02 |

- \$100 awarded quarterly to the chapter in each category that recruits the most new chapter members in that quarter. At least 10 new incentive-qualified members must be added to the

Committee Module by a geographic chapter during the quarter in order to receive the award, and at least 20 new incentive-qualified members must be added by a virtual chapter.

- Quarters are Jan-Mar, Apr-Jun, Jul-Sep, and Oct-Dec. Payment is made by EFT in the month following the quarter.

RELATED RESOURCES

Training Opportunities

National MOAA sponsors council and chapter leaders' training workshops to bring council and chapter leaders together for specialized training, to include recruiting and retention. 2020 workshops are scheduled in the following locations; affiliates in the local area will be invited to attend.

| | |
|-----------|----------------------|
| Jan 9-11 | Orlando, FL |
| May 1-2 | Kansas City, MO |
| Sep 25-26 | Colorado Springs, CO |
| Nov 13-14 | Louisville, KY |

To better address key chapter-management issues, national MOAA also offers webinar tutorials. Webinars are recorded and archived so you can view them at your convenience from your personal computer. Visit MOAA's website (<https://www.moaa.org/content/chapters-and-councils/chapter-and-council-webinars/>) to view archived webinars such as legislative affairs, event planning, online chapter membership dues joins and renewal, chapter membership roster submission, and more.

We also recommend watching and using the following two videos to refresh yourself and educate potential recruits on the benefits of MOAA:

[Year in Review](#)

[Why MOAA](#)

Community Relations Support

Being active and visible in the community is one way to attract new members to your chapter, and national MOAA encourages activities that contribute to community welfare. Studies have shown that younger generations, in particular, are attracted to organizations that make an impact, and are prone to joining those that offer "activities." To maximize recruiting potential, wear MOAA gear, advertise the event in advance, and try to follow-up by posting stories about the event in the local newspaper, installation publications, your chapter and national MOAA newsletters, and social media. National MOAA has two programs to assist with funding community relations projects.

USAA/MOAA Sponsorship Program

USAA, in partnership with national MOAA, has established a fund to provide some financial backing to councils and chapters for community relations involvement. The event must be something that serves the community at large and extends beyond your immediate council and chapter. Some examples that would meet the spirit and intent of the program would be state council conventions, chapter events that recognize ROTC/Junior ROTC students and enhance relationships with those schools, and golf tournaments or fundraising events for chapter scholarship or awards programs.

Political or advocacy events, stand-alone chapter recruiting activities, and direct contributions to your chapter scholarship program would not be supported by this program.

Each affiliate can apply annually to receive up to \$800 for a council or \$300 for a chapter. Requests are addressed by MOAA on a first-come, first-serve basis, and funds are limited. The council or chapter will be notified immediately if the application is denied or if the submitter has not met the guidelines. Upon approval, MOAA National will disburse funds via EFT to the council/chapter within 30 business days after the application is submitted.

View instructions and apply here: <http://www.moaa.org/USAsponsorship>.

The MOAA Foundation Community Outreach Grants

The MOAA Foundation Community Outreach program provides grants to MOAA councils and chapters delivering services-either directly or through partnerships with other community organizations- in one of nine areas of critical military and veteran family need:

Housing

Food Assistance

Employment

Health (including Behavioral Health)

Family Support

Community Reintegration

Financial Assistance

Legal Assistance

Transportation

A number of MOAA councils and chapters nationwide are engaged in this type of very real, high-impact, community work. This program is supported by corporate, foundation and public donations.

Read about the program, scoring and grant criteria [using this link](#). Apply for a grant [using this link](#).