

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.