

## Frequently Asked Questions

**Q: What is the chapter recruiting campaign?**

**A:** Chapter Recruiting 2019 provides a single effort to recruit new chapter members. The ultimate goal is for MOAA to remain the premier military advocacy organization affecting legislation and making a difference in the quality of life for all members of the military and their families. Our chapter system is critical to attaining that goal.

**Q: Can I really make a difference?**

**A:** Yes, MOAA chapter members are more than just members. They successfully influence federal, state, and local government. They recognize outstanding young people, such as Junior ROTC and ROTC cadets, and run service projects that benefit their communities. While doing so, they develop close and lasting friendships with other members with similar backgrounds and interests.

**Q: Who is eligible to participate?**

**A:** All MOAA council and chapter members.

**Q: What are the incentives or awards for chapter recruiting and retention participation?**

**A:** Please see Chapter Recruiting Awards and Incentives section of this guide for details.

**Q: How do I get more enrollment forms?**

**A:** The MOAA membership enrollment form is available for downloading and printing from your computer.

[http://www.moaa.org/uploadedFiles/Content/Chapters\\_and\\_Councils/Membership%20Application%20Brochure-2019.pdf](http://www.moaa.org/uploadedFiles/Content/Chapters_and_Councils/Membership%20Application%20Brochure-2019.pdf)

You can also request additional hard copies of all forms and brochures by contacting the MOAA Member Service Center at [msc@moaa.org](mailto:msc@moaa.org) or (800) 234-6622. Please be sure to identify your chapter and the name of the requestor.

**Q: How do we notify national of the chapter members we have recruited?**

**A:** Chapter members must be added through the Committee Module. If the new recruit has never joined MOAA before, chapter leaders must submit the required information using the reporting mechanism — the online Chapter Member Gains Form — to report new chapter members in real time to MOAA. Within approximately one week, the MOAA staff will add the non-MOAA member to MOAA's rolls as a Prospect and notify the submitter that this action is complete. The chapter can then add the new member to their rolls through the Committee Module.

When using the Chapter Member Gains form, fill out the information requested, and MOAA will acknowledge receipt of the information and list the names of the (non-MOAA) new chapter members submitted. We developed this on-line form in an attempt to simplify the process of reporting (non-MOAA) new members. If you prefer, you can consolidate and send in the information on an Excel spreadsheet to [chapters@moaa.org](mailto:chapters@moaa.org).

**Q: When does the chapter recruiting campaign run?**

**A:** The campaign runs throughout the calendar year of Jan. 16–Dec. 31, 2019. Councils and chapters are eligible for quarterly awards during the following periods: Jan. 16–March 31; April 1–June 30; July 1–Sept. 30; and Oct. 1–Dec. 31.

**Q: How will we know how we're doing in the competition?**

**A:** MOAA's Council and Chapter Affairs team will post weekly updates beginning April 2019 on MOAA's website. Additionally, the president or membership chair will add their new members to their roster in the Committee Module to keep track of their members recruited.

**Q: What are the incentives for other national MOAA membership offers?**

**A:** One of MOAA's strengths has been the significant number of members we represent — over 350,000 — giving us the strength to be heard on Capitol Hill and preserve your benefits. Recruiting new national MOAA members not only will strengthen chapters, it also will also help MOAA maintain a strong and effective advocacy presence for our members. We encourage councils and chapters to recruit chapter members who are not currently members of the national MOAA organization, as well as other prospective members (former, retired, active duty, Guard and Reserve officers, and surviving spouses). They can be recruited as BASIC, PREMIUM, or LIFE members.

No additional monetary incentives are provided for BASIC members. As a reminder, a valid email address is required for BASIC membership. For every five new paid PREMIUM members, the chapter is eligible to receive \$100, and for every five new paid LIFE members, the chapter is eligible to receive \$200.

**Q: How do we notify national MOAA of the new national MOAA members we have recruited?**

**A:** When mailing in your completed enrollment forms, we encourage you to enclose more than one form in each envelope, but each new paid member enrollment must be accompanied by an individual payment. If you decide to mail the enrollment forms to prospective members, be sure you include your chapter's name before sending them out!

**Mail PREMIUM/LIFE (Paid) Enrollment Forms to:**

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

**Mail BASIC (Free) Membership Forms to:**

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

**Q: What is the difference between the Online Chapter Member Dues Tool and Electronic Funds Transfer (EFT) program?**

**A:** The online chapter member dues tool offers chapter members an option to renew their chapter memberships online using their debit/credit card, with all funds collected deposited electronically in the chapter's bank account on the fifth of each month. Check out details here: <http://www.moaa.org/Content/Chapters-and-Councils/Chapter-Recruiting/Recruiting-Materials/Online-Chapter-Membership-Dues-Join-and-Renewal.aspx>

The EFT program is used by national MOAA to speed up the distribution of incentive money earned through the Chapter Recruiting 2019 campaign. Not only

will you receive the funds sooner, EFT also will reduce instances of lost, misplaced, and/or uncashed payout checks. Call MOAA at (800) 234-6622 to sign up today!

**Q: Where can I find some additional key information?**

**A:** Please visit the MOAA website for important information on these topic areas:

- **Officer updates.** Help national MOAA keep records up-to-date on your organization's leadership. Leaders can update their officers through the Committee Module. You must log in using your credentials to update your officers. [LOGIN](#)
- ***Council and Chapter Policies and Procedures Guide***. This guide contains everything council and chapter leaders need to start, run, and manage a MOAA affiliate. You must log in to view this guide.
- **Webinar training series.** National MOAA facilitates periodic training webinars to address key council and chapter management issues. All training webinars are recorded and available for viewing here by chapter and council leaders. [http://www.moaa.org/main\\_article.aspx?id=14390](http://www.moaa.org/main_article.aspx?id=14390)
- **Council and chapter communications.** Find useful information on how to create your council and chapter website and newsletter <http://www.moaa.org/Content/Chapters-and-Councils/Council-and-Chapter-eNewsletters/Council-and-Chapter-Communications/Council-and-Chapter-Communications.aspx>.
- **Col. Marvin J. Harris Communication Awards.** Each year, national MOAA holds these awards to identify those councils and chapters that do an outstanding job communicating with their members. Find out more: <http://www.moaa.org/communicationawards/>
- **Certificates of recognition, pins, and leadership awards.** National MOAA has certificates and individual awards available for various types of recognition. Find out more: <http://www.moaa.org/Content/Chapters-and-Councils/MOAA-Awards/MOAA-Certificates-of-Recognition-and-Pins.aspx>
- **Levels of Excellence Awards.** Councils and chapters may be recognized for one of two Levels of Excellence awards. Find out more: [http://www.moaa.org/main\\_simplelist.aspx?id=9131](http://www.moaa.org/main_simplelist.aspx?id=9131)
- **Online chapter membership dues renewal tool.** <http://www.moaa.org/Content/Chapters-and-Councils/Chapter-Recruiting/Recruiting-Materials/Online-Chapter-Membership-Dues-Join-and-Renewal.aspx>
- **USAA Sponsorship program.** USAA is providing financial support to councils and chapters for various sponsorships. Find out more: <http://www.moaa.org/USAAsponsorship/>
- **The MOAA Store.** <http://www.targetlogosonline.com/moaa/>