

January 26, 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](mailto: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,



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