

January 16, 2019

Dear Council / Chapter Leader:

This year's, 2019, recruitment program is packed full of incentives. Please take advantage of MOAA's nationwide campaign to build chapter membership which is the lifeblood of our association.

Since transforming our recruiting efforts in 2013 to better focus on chapter membership, you have delivered with the recruitment of nearly 14,000 new chapter members. With your help, 2019 will be an even bigger success!

To get you started, we are emailing chapter presidents and membership chairs a link to the 2019 Recruitment Guide. You will find all the tips and tools needed to launch an effective recruiting campaign. Please take some time to review, and share it with other leaders in your chapter so that everyone can get started.

Last year's recruitment guide, mailed to chapter presidents, included a thumb drive of the "Why MOAA" video. Thanks to the recommendations from our councils and chapters leaders, we produced this video with closed captions. The link to the video is here: <http://www.moaa.org/whymoaa/> This video is a great way to market and share the great efforts of MOAA. We know recruiting new chapter members can be time and labor intensive, so for every new incentive-qualified chapter member your chapter recruits to national MOAA, between January 16 and December 31, 2019, you may receive \$10 or more.

As we kick-off the New Year and look ahead, we encourage you to continue to use real time Committee Module (CM) which was facilitated to update membership roster and officer changes. If you haven't already used the module, you'll be pleasantly surprised at how easy it is make updates to officer positions, remove members who are no longer in your chapter, and create labels with the CM export feature. This CM has many other functionalities which will be helpful as well. Council and Chapter Presidents and Membership Chairs will have access to the CM unless the president assigned an alternate leader to make these updates. Based on your feedback, we have made some improvements to the module. Updated information is available here: [Committee Module Instructional Guide 2.0](#)

When recruiting, please remember the large number of surviving spouse members who are eligible for chapter membership and to maintain your new chapter member gains using the CM. This is very important in order to ensure proper credit and monetary incentives for your chapter. To remain eligible for a monetary incentive, the deadline to update your membership roster through the CM is **February 28, 2019**. Additionally, we're no longer providing monetary incentive for "Roster Updates".

As a reminder, the submission deadline for the annual Levels of Excellence Award is May 1, 2019.

Our team here at MOAA appreciates your efforts 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)