



January 1, 2015

Dear Chapter President:

Please join us in the 2015 Chapter Recruiting Program. You'll be part of MOAA's nationwide campaign to build chapter membership. Last year chapters recruited over 2,500 new incentive-qualified chapter members. With your help, 2015 will be an even bigger success—and we have some great incentives to help you get more members.

Based on your feedback, we have only made slight refinements to the incentives for both recruiting and retaining our chapter members. As we move forward, Chapter Recruiting 2015 still focuses on recruiting new chapter members — the lifeblood of our chapters. We know recruiting new chapter members can be time and labor intensive, so for every new incentive-qualified chapter member your chapter recruits between January 1 and December 31, 2015, you'll receive \$10 or more if they are a new PREMIUM or LIFE MOAA member with a qualified voucher.

To get you started, we're sending you this 2015 Chapter Recruitment Kit in which you'll find all the tips and tools you'll need to launch an effective recruiting campaign. We will also be sending you the latest recruitment lists in late March 2015, which will help in your efforts. We hope you will look this package over, and then please share it with your membership chair so he/she can get started.

We appreciate your continued support of the 2015 Chapter Recruiting Program. I am humbled and honored to serve with you as we work together to gain vital new chapter members while retaining our current chapter members. You all certainly live up to MOAA's mission to never stop serving! Thank you for all you do.

Respectfully,

A handwritten signature in black ink that reads "Barry Wright". The signature is fluid and cursive, with a long horizontal stroke at the end.

Barry Wright
Colonel, U.S. Army (Ret)
Director, Council and Chapter Affairs
Military Officers Association of America (MOAA)