

## **Director's Notes: April Reminders**

As you read this, MOAA is gearing up to storm the Hill! Our annual event takes place April 5, and I'm looking forward to meeting our council and chapter presidents and hosting the Council Presidents' Seminar April 6. The week promises to be eventful and productive.

April also marks the official kick off of Chapter Recruiting 2017 and the annual chapter member recruiting competition. Our 2017 goal is 2,500 new chapter members. View the online [2017 Chapter Recruiting Program Guide](#) for details.

MOAA Insurance Plans' new advertising program for MOAA councils and chapters has been extended. A digital and print-ready advertisement promoting MOAA Insurance Plans now will be available by request until April 15. If a council or chapter would like to place the advertisement online or in a newsletter or other publication during 2017, they will receive a payment of \$100 from Mercer. Several MOAA affiliates are participating in the program, but we'd like to see many more take part and earn a little revenue. [Learn more.](#)

Thanks for all your support and good luck in your recruiting efforts!

## **Support MOAA's Storming the Hill Efforts**

On April 5, MOAA will be storming Capitol Hill to meet with legislators from every state to discuss two issues affecting military families that lawmakers can make an impact on this year.

Join us in asking Congress to support our military on and off the battlefield. We are asking our members and supporters to help us further multiply our message by supporting

MOAA's Thunderclap campaign through your social media accounts. Participation is easy: If you have an account on Facebook or Twitter, [visit MOAA's Thunderclap page](#) and click the "support with" buttons to share our message on your social media accounts. By signing up, on April 5, the same day we meet with congressional leaders, Thunderclap automatically will post MOAA's message on all of our supporters' behalf at the same time with a link to send a message to legislators, extending our reach virtually and amplifying our message to Congress.

### **Surviving Spouse Corner: Using Social Media**

Micki Costello, Surviving Spouse Advisory Committee member

The age of the computer and smartphone has changed the way people communicate and interact with one another. According to an article from Pew Research Center, around 7 in 10 Americans use social media to "connect with one another, engage with news content, share information, and entertain themselves." And it is commonplace to see individuals walking down the street, sitting at a table, or, unfortunately, driving their cars while using a cellphone.

Social media even gained added emphasis during this past election as a tool for candidates to connect directly with the American people.

Some of the more common social media applications include:

Facebook — a social networking site that allows you to connect with friends, family, and peers; share messages, videos, and photos; and like and follow companies, causes, business, etcetera.

Twitter — a social networking site that enables users to send and receive communication in 140 characters or less.

LinkedIn — popular for professionals looking to network, connect with peers, and job search.

Instagram — used to take, edit, share, and view photos and videos.

Snapchat — similar to Instagram in that it's photo and video focused, but the messages are available for only a short time.

Pinterest — used to create a personal catalog of websites, pictures, ideas, and how-to's for later use.

To learn more or to get started using social media, visit

<http://www.gcflearnfree.org/topics/socialmedia/> and

<http://www.socialmediaexaminer.com/getting-started/>.

MOAA has a presence of numerous social media sites. [Learn more](#).

As with just about anything, it is necessary to use social media responsibly. Be aware of and know how to edit public profile settings to ensure privacy, and remember it is a choice to do any or none at all.

### **Chapter Recruiting 2017 Has Launched!**

April marks the launch of the 2017 Chapter Recruiting Program. You should receive your annual recruiting list from national MOAA in the next week or so. The list contains the names of potential members who are eligible to join your chapter.

This list will also contain the names of current national MOAA members who live in your chapter's proximity and who do not belong to your chapter. In addition, we

periodically ask national MOAA (non-chapter) members to share their email addresses with their local chapter. Each recruiting list will incorporate all the national MOAA (non-chapter) member email addresses that have opted in for this correspondence from those living within a chapter's geographic area for membership.

As you recruit new chapter members, make sure to report them to national MOAA via:

- the online [Chapter Member Gain Form](#), which simplifies and automates the process of reporting new members. You can submit up to five new members in one submission or
- an Excel spreadsheet, an acceptable option particularly when reporting more than five new chapter members at a time. Please send the spreadsheet electronically to [chapters@moaa.org](mailto:chapters@moaa.org).

The chapter recruiting program is designed to provide monetary incentives to chapters that comply with the intent of the program. Keep in mind, not all recruits will qualify for the incentive. Your chapter will not receive a monetary-incentive credit if the new chapter member is

- not eligible for national MOAA membership or failed to join MOAA or
- submitted as a new chapter member gain but previously was reported to MOAA as a chapter member within the past three years.

For additional details about Chapter Recruiting 2017, visit

[www.moaa.org/chapterrecruiting](http://www.moaa.org/chapterrecruiting).

**Nominate Your Legislative Chair/Liaison**

Nominations for the 2017 Colonel Steve Strobridge Legislative Chair/Liaison Award are due by June 30. The award recognizes one MOAA council or chapter legislative chair/liaison who has demonstrated superior service in support of the national and/or state legislative agenda. [Download the full award criteria and nomination form](#). Send questions and submit the completed nomination form and recommendation letter to [legis@moaa.org](mailto:legis@moaa.org). The winner will be recognized at an appropriate venue this fall.

### **Tell Us About Your Chapter's Activities**

MOAA councils and chapters continue to make an impact in their communities, and we want to hear about it and tell your stories in *Military Officer* and *The Affiliate*. Send us press releases or emails describing the community-service efforts and other projects your council or chapter is involved with. Don't be afraid to toot your own horn! Make sure to include high-resolution (300 dpi) photos (as attached .jpg files) of the efforts as well. Please send all materials to [chapters@moaa.org](mailto:chapters@moaa.org).

### **Tip of the Hat**

... to members of the Hawaii Aloha Chapter for recently donating nearly \$750 to Fisher House II at Tripler Army Medical Center. More than 40 chapter members and guests toured the Fisher House facility before joining residents for a lunch, during which chapter members collected and presented the donation.

Well done!

... to the New Jersey Lakes and Pines Chapter, which recognized two young military officers for their leadership, community involvement, and work ethic by presenting them the chapter's Junior Officer of the Year Award in February. Capt. Kristina Himmelreich, USAF, with the 305th Air Mobility Wing, and 1st Lt. Casey Boyle, USAF, with the 87th Air Base Wing, each received a one-year Premium membership to MOAA and a one-year regular membership to the chapter.

Great job recognizing the achievements of this new generation of military officers!

... to members of the Bluegrass (Ky.) Chapter for donating \$3,800 to the Thomson-Hood Veterans Center. The funds will help meet the unfunded needs of residents. Chapter President Col. Tom Peters, USAF (Ret), presented the check to center Director Ben Sweger during a recent ceremony.

Kudos!

... to the Dayton Area (Ohio) Chapter, which recently was designated a Bronze Patron of Fisher/Nightingale House Inc. Chapter members not only contribute household items each month, but they also donated \$500 to the new Dayton VA Medical Center Fisher House.

Great work on your continued efforts to support Fisher House!