

Roundtable: Generational Recruiting

June 27, 2024



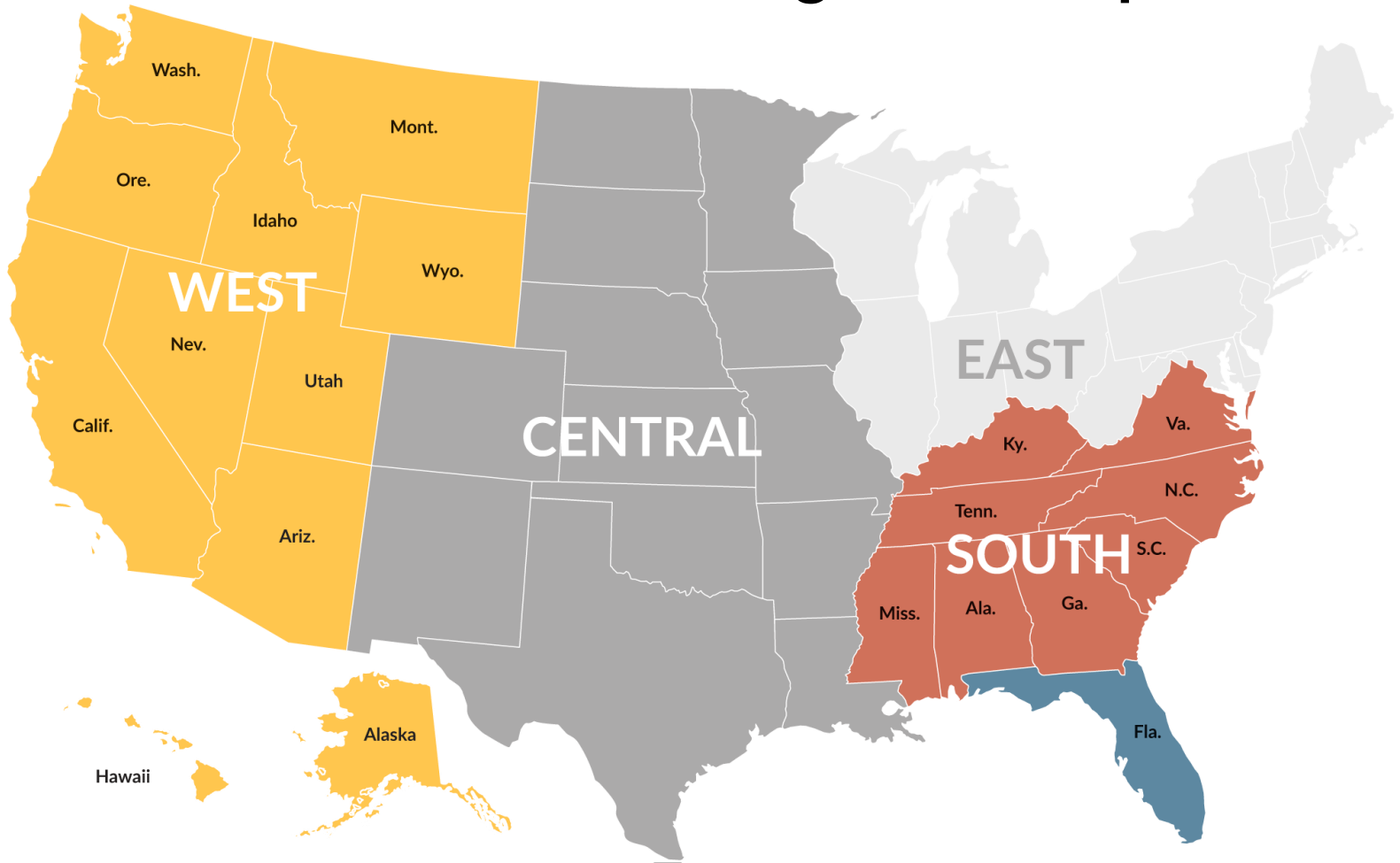
Agenda

- Program Updates / Training Event Dates
- Generational Recruiting
 - Kathy Partain, CAE, Vice President, Membership and Marketing
 - Elizabeth Limarzi, CAE, Senior Director, Marketing Strategy
- General Questions or Comments

Program Updates

- AMS Transition is progressing
 - Beta testing of CM
 - Near Real Time Report delayed
- Chapter Dues Portal (Glimmernet) is back on-line. Pursuing replacement platform.
- Chapter Survey Coming Soon
- Annual Awards
- MOAA Vacations Incentive

2024 Leader Training Workshops



Leadership Seminar
Orlando, FL
January 25-27
 FL, Other C&C by invitation

Virtual Workshop
New Leaders
March 27
 Focused on New Chapter Leaders

South Workshop
Greenville, SC
May 17-18
 AL, GA, KY, MS, NC, SC, TN, VA

Virtual Workshop
Experienced Leaders
August 14
 Focused on Experienced Leaders

West Workshop - Reno, NV
November 15-16
 AK, AZ, CA, HI, ID, MT, NV, OR, UT, WA, WY



2024 Roundtable Schedule

January 18* Compliance and Legal Topics	February 29 Committee Module	March 28 Advocacy in Action	April 25 Marketing
May 30 Individual Awards Program	June 27 Generational Recruiting	July 25 Chapter Health Update	August 29 Council/Chapter Visit Program
September 26 TBD	Oct 24* Community Outreach	November 21* MOAA Annual Awards	December 19* 2024 review 2025 preview

* Adjusted from 4th Thursday to Avoid Conflict



Generational Recruiting

June 27, 2024



Generational Recruiting Matters

- Effective recruiting demands personalization. No more one-size-fits-all in today's world.
- Relevancy is key.
- Listen first and respond in a way that shows how MOAA and your chapter can address the individual's needs.

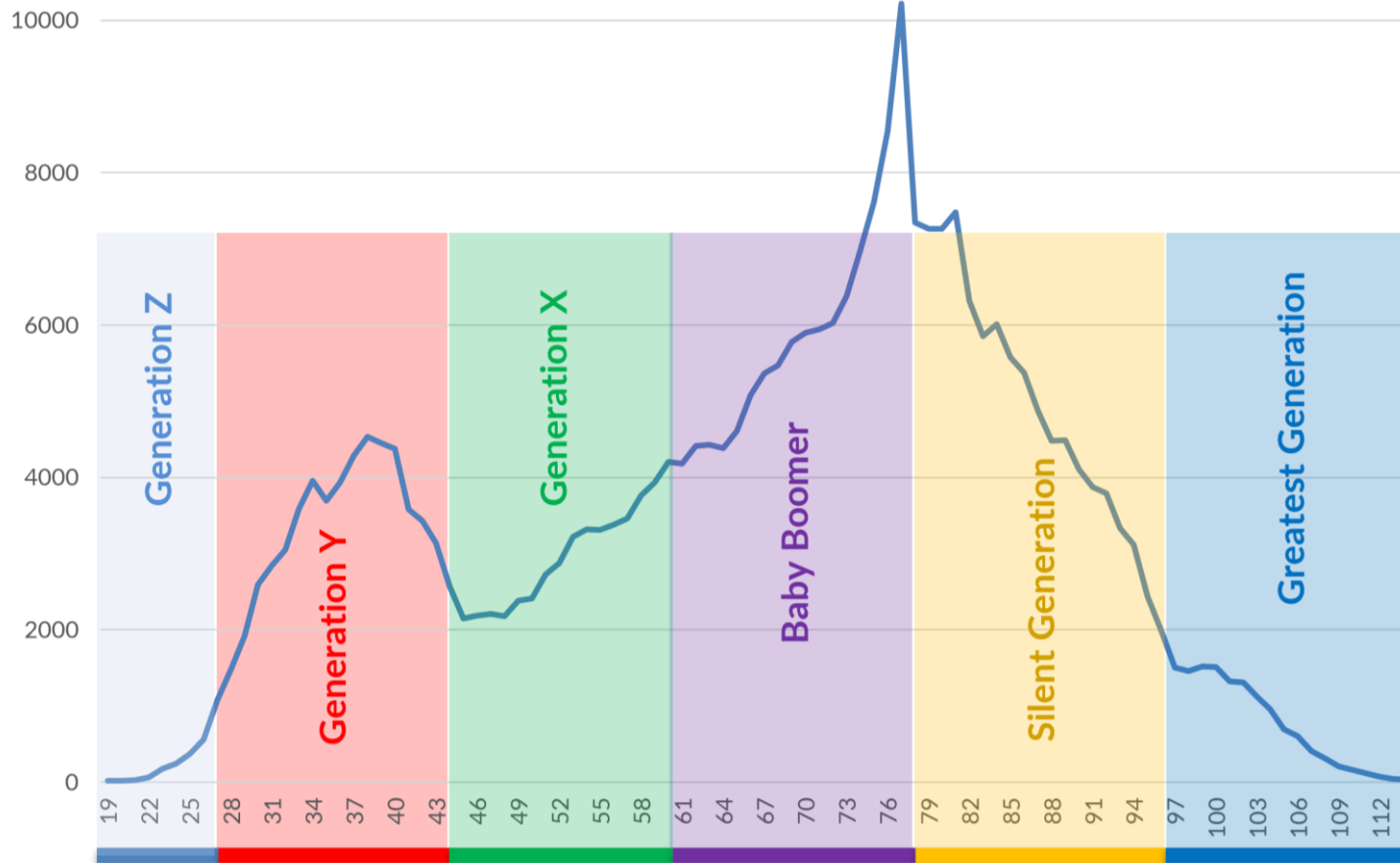
Universe of Prospects

- Prospective members range in age 20 – 100+.
- Different age groups have different needs as they progress in their careers.
- That's a lot of different messaging, but it's critical for successful recruiting.

Defining The Generations

- **Greatest Generation** – age 97+
- **Silent Generation** – ages 79-96
- **Baby Boomer** – ages 60-78
- **Gen X** – ages 44-59
- **Gen Y (Millennials)** – ages 28-43
- **Gen Z** – ages 12-27

MOAA Members by Age



Junior Officer

Gen Z/Young Gen Y

Most likely to join @ the BASIC level

Unlikely to have strong interest in chapter involvement

Of potential interest:

- BAH legislation
- Pay raises
- How to excel in career



20-30

(JR. OFFICER)
STARTER LIFE

MOAA never stops serving to get their lives off to a great start.



Mid-Grade Officers



Gen Y/Young Gen X

Most likely to join @ the BASIC level until they consider transition

Unlikely to have strong interest in chapter involvement until transition

Of potential interest:

- BAH legislation
- Pay raises
- Healthcare

MOAA never stops serving to help meet the needs of their family.



Senior Officers

Gen X

PREMIUM and LIFE membership bring the greatest value to these officers

More time for involvement at the chapter level

Of potential interest:

- Transition support
- Advocacy related to TFL and retirement pay

46-59

[SR. OFFICER]
TRANSITIONAL LIFE

MOAA never stops serving to help them refocus and thrive.



Early Retirees

Baby Boomer Generation

PREMIUM and LIFE membership bring the greatest value to these officers

More time for involvement at the chapter level

Of potential interest:

- Advocacy related to TFL and retirement pay
- Camaraderie
- Travel
- Giving back to local community



60-70
(EARLY RETIREE)
RETIRED LIFE

MOAA never stops serving to help them retire the way they envisioned.



Fully Retired

Baby Boomer/Silent/Greatest Gens

PREMIUM and LIFE membership bring the greatest value to these officers

More time for involvement at the chapter level

Of potential interest:

- Advocacy related to TFL and retirement pay
- Camaraderie
- Giving back to local community

MOAA never stops serving to honor their service and keep them connected to their military family.



Former Officer



MOAA never stops serving well beyond their military career.

Across All Generations

May be interested in all levels of membership as they get to know MOAA

More time for involvement at the chapter level

Of potential interest:

- Camaraderie
- Giving back to military community
- GI Bill benefits and advocacy

Surviving Spouse



MOAA never stops serving to honor their steadfast commitment.

Across All Generations

May be interested in all levels of membership as they get to know MOAA

More time for involvement at the chapter level

Of potential interest:

- Camaraderie
- Stay connected with military community
- Surviving spouse publications
- Travel

Spouse

Across All Generations

Can take advantage of membership benefits through their officer spouse

Interest in chapter involvement may depend on life stage

Of potential interest:

- State Report Card
- Advocacy to support military families
- Healthcare supplements

MOAA never stops serving to honor their steadfast commitment.



Next Steps

- Encourage your recruiters to:
 - understanding the value MOAA and the chapter brings to officers of all ages
 - Listen first to understand what's important to each person
 - Make the “ask” by extending an invite to join
- Start with an emphasis on those most likely to join your chapter

Contact Us

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Questions



