



**Welcome, MOAA Leaders!**

**MOAA Western Region Leadership Workshop**  
**Nov 15 & 16, 2024**



# MOAA Chapter Management

Dena Kilgore, CAE

Program Director, Affiliated Councils & Chapters



# Agenda

- Affiliated Councils & Chapters
- Health v. Effectiveness
- Tools for Leaders
- Areas of Focus & Resources
  - Leadership
  - Membership
  - Advocacy
  - Community Outreach
- Training Schedule
- Questions

# Affiliated Councils & Chapters



Close to 400 affiliates

- 342 geographic chapters
- 34 councils
- 11 satellite chapters
- 7 virtual chapters

# Affiliated Councils & Chapters Areas of Focus

Council & Chapter Health and Effectiveness:

- Leadership
- Membership
- Advocacy
- Community Outreach

# Health V. Effectiveness

A healthy chapter is an organization that is able to sustain itself over time.

An effective chapter is one that positively impacts MOAA's mission.

# Effective Councils

- Represent the consensus of member chapters
- Mentor chapter leaders
- Provide a forum for exchange of ideas
- Lead and coordinate state legislative matters in interest of the military and veteran community
- Support MOAA's legislative and other priorities
- Visit chapters, participate in virtual meetings
- Help monitor and maintain healthy affiliate system of chapters

# Effective Chapters

- Have a clearly stated chapter purpose/mission statement
- Focus on leadership pipeline and best practices
- Impact legislation through advocacy and engagement
- Engage in impactful community service
- Promote membership growth through recruitment and retention



# Chapter Health

Why does this matter?

- Identifying those at risk across a vast affiliate network
- Understanding our local impact
- Identifying challenges, sharing successes
- Developing resources and strategies
- Keeping our Mission as our North Star

# MOAA's Mission

To preserve and protect earned benefits for our uniformed services, veterans, their families, and surviving spouses through advocacy, leadership, education, and service.

# Effective Leadership

- Develop informed leadership
- Create a pool of future leaders
- Build a strong infrastructure for operations
- Promote best practices, share ideas
- Utilize resources and support provided
- Encourage collaboration
- Celebrate successes
- Serve and further MOAA's mission



# New Leader's Checklist

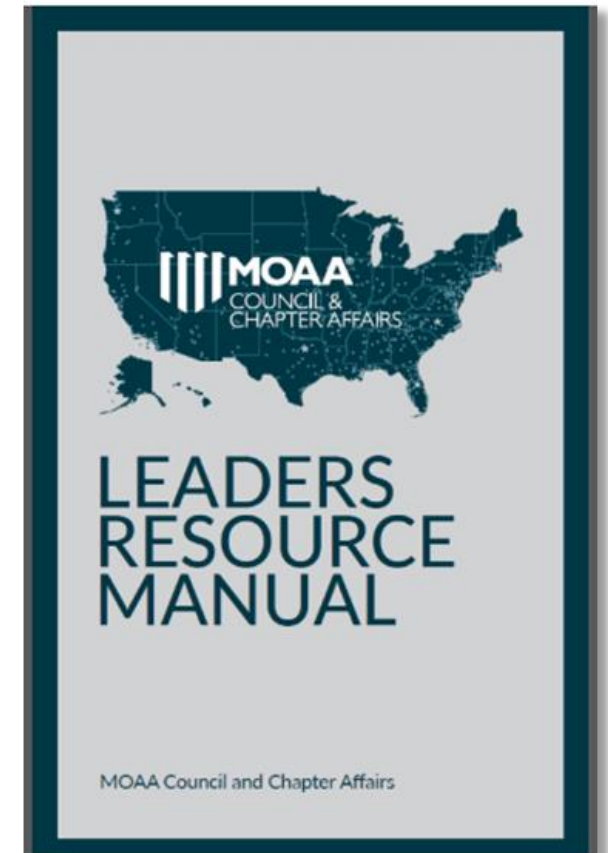
1. Review the Policies and Procedures Guide in its entirety
2. Familiarize yourself with the contents of the council and chapter page of the moaa.org website
3. Be a national MOAA member (or the spouse of a national MOAA member)
4. Be opted-in to receive communications from national MOAA, to include the MOAA Newsletter

# New Leader's Checklist

5. Ensure the electronic roster in the Committee Roster is updated with new affiliate officers upon installation
6. Ask for a New President's package from national MOAA if you haven't received one
7. Watch the recordings of the last Leaders' Workshop, Roundtables, and other leader training opportunities

# Tools for Leaders

- MOAA Council & Chapter Leaders Resource Manual
- Council and Chapter Policies and Procedures Guide
- Recruitment Guide
- MOAA website
- Videos, publications
- Monthly Leaders Roundtables
- Leaders Workshops
- All Presidents messages



# Tools for Leaders

- Electronic support messages, postcards
- White label newsletter
- MOAA web presence
- MOAA store: chapter gear, discounted medals
- Retiree Appreciation Day kits
- Grants and scholarships
- New technologies: chapter dues payment portal, awards
- MOAA Photo Galleries: [moaa.photoshelter.com](http://moaa.photoshelter.com)
- Total Force+ Marketing Toolkit coming soon

# MOAA Photo Galleries



GALLERIES WORKSPACES CONTACT HELP

## 2024-04-17 Advocacy in Action

Galleries / MOAA Photos

### Galleries

▼ MOAA Photos

2024-01-31 Quality of Life Pane...

2024-03-05 Major Richard Star ...

2024-03-13 Veteran Affairs Tes...

2024-04-17 Advocacy in Action

2024-04-18 LoE and Harris Awa...

2024 MOAA Charities Golf Clas...



2024-AiA-000.jpg  
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2024-AiA-001.jpg  
3000x2001



# Total Force+ Toolkit



**MOAA**  
Military Officers Association of America

**TOTAL FORCE+**

Join MOAA at TotalForce+, a 'people first' conference focused on advancing solutions for the military and veteran communities.

Scan the QR code to find out more about the conference.

**Oct. 28-29, 2025**

**Gaylord National Resort and Convention Center, National Harbor, Maryland**

PHOTO: STAFF SGT. CHRISTOPHER STEWART, USA

**MOAA** | **TOTAL FORCE+**  
Military Officers Association of America | ADVANCING SOLUTIONS FOR THE MILITARY & VETERAN COMMUNITY

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# Effective Membership



- Create a nonpartisan, inclusive community
- Welcome diverse perspectives
- Convey the value of membership
- Recruit, retain, and recognize members
- Communicate relevant information effectively
- Host meaningful events
- Promote national paid memberships
- Build camaraderie and lasting connections

# Member Data: Committee Module and the Near Real Time Report

- **Committee Module**
  - View/edit/add/remove members and officers from MOAA's roster
- **Near Real Time Report (NRT)**
  - Access list of prospective members in your catchment area
  - Ability to search in 3-month increments
- Nov 21 Monthly Leaders Roundtable will focus on CM and NRT Training

# Membership Recruitment

- **Annual Recruiting Incentive**
  - Chapters receive money annually from MOAA for chapter members who become paid PREMIUM or LIFE MOAA members (\$15/\$30).
- **Chapter Voucher Program**
  - New MOAA paid members receive a voucher for a free chapter trial period in their new member letters. MOAA will reimburse chapters \$15/\$30 for any vouchers accepted.

# Recognition

- **Individual Awards**
  - Outstanding Service Award
  - Leadership Award
  - Chairman's Award
  - 100<sup>th</sup> Birthday Certificates
- **Organizational Awards**
  - Levels of Excellence
  - Col Marvin J Harris Communications Awards
  - Col Steve Strobridge Legislative Chair/Liaison Award
  - Surviving Spouse Liaison Excellence Award

# New Award Application Process

- SurveyMonkey Apply for Organizational Awards
  - New centralized platform
  - Dec 1 – Feb 15 application/nomination window
  - Criteria is largely the same, database scoring has been removed from LOE this year
  - Dec 19 Monthly Leaders Roundtable will focus on new platform

# New Chapter Dues Portal: Goals

- Make joining a chapter/council or renewing membership easy.
- Reduce administrative burden of volunteer leaders.
- Expand the MOAA brand with custom websites offering secure payment processing.
- Simplify tracking payments, collecting information from members, and record keeping.
- Provide a tangible resource from MOAA National to our affiliates to help promote chapter membership.

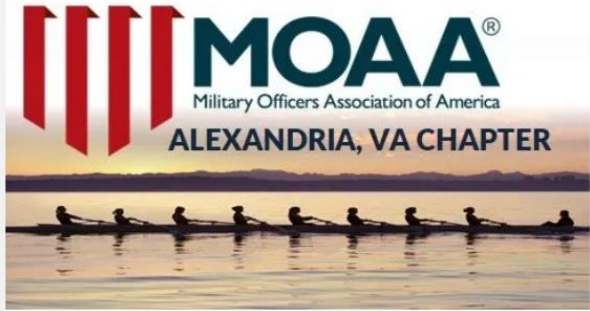


- New solution for chapter/council dues payments
- Secure, PCI-compliant system
- Processed \$450M+
- Clients include American Heart Association, PTAs, Girl Scouts, Rotary Clubs, etc
- Multi-faceted options to help address chapter/council needs



# MOAA National Support

- MOAA National contract with Cheddar Up; free to chapters and councils
- MOAA National will cover individual transaction fees
- Staff assistance to get set-up with custom website
- Initial focus on dues (other functionality available)



Contact Organizer

FAQs

What do I get by joining the chapter?  
A t-shirt, our advocacy support, and a network of support.


What does MOAA do?  
MOAA is the nation's largest and most influential association of uniformed service officers and their surviving spouses. We are an independent, nonprofit, politically nonpartisan organization.

### Chapter Dues

The Alexandria, VA chapter supports MOAA as an affiliate in the Washington, DC Metropolitan Area. As a member of this chapter, you can join us at events where we highlight topics, support advocacy initiatives, and do charity work in our community.

### Chapter Dues


Dues provide this...



Annual Dues Required \$20.00+

### Want to make a donation to one of our charities?

MOAA Alexandria supports MOAA's Scholarship Fund for children of servicemembers, MOAA's Foundation to helping service members in crisis, and a local charity that helps XXX.



Local Charity

Enter Amount

# Other Capabilities



Sell Products



Integrate with  
Salesforce and other  
applications



E-mail Contact Lists



Use Mobile App  
to support use  
at events



Sign up for Events &  
Provide Mobile  
Tickets



Donate to Charity



Sign up for  
memberships

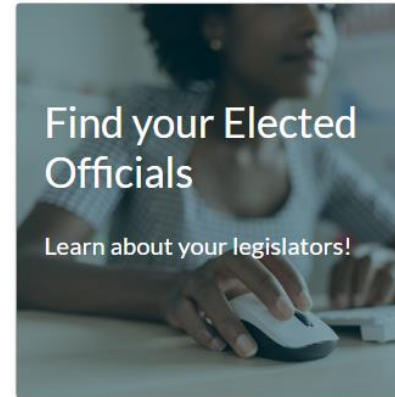
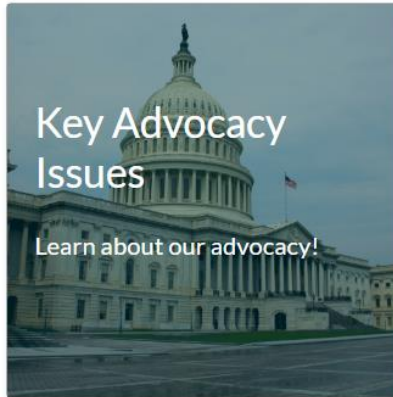
# Virtual Chapters

- Surviving Spouses
- Military Nurses
- Chaplains
- Military Lawyers
- Public Health Services (PHS) Officers
- Spouses and Family
- Public Affairs and Communication Professional

# Effective Advocacy

- Preserve and protect earned benefits at the national, state, and local levels
- Build relationships and establish strategic alliances
- Engage members in grassroots efforts, promote the Legislative Action Center
- Collaborate with other chapters in State Legislative Exchange Network
- Humanize military issues for legislators





## Active Legislative Campaigns

### Summer Advocacy in Action: Contact Your Lawmakers During August Recess

Members of Congress are home for their August recess – let them know about important provisions that should be included in the National Defense Authorization Act.

Write

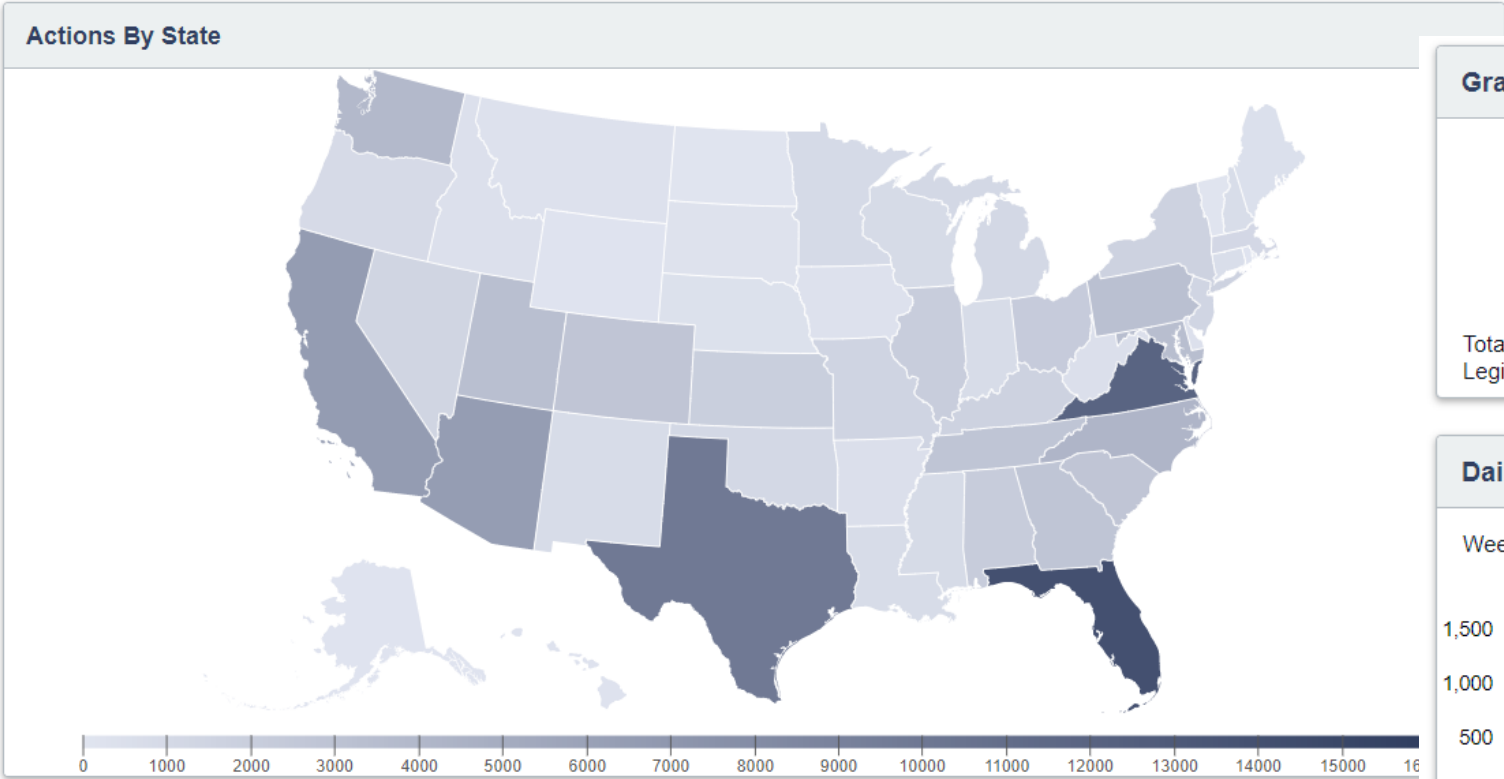
### Urge Your Elected Officials To Support Comprehensive VA Health Care

# MOAA's Legislative Action Center



# Legislative Leaders Page

## Actions By State



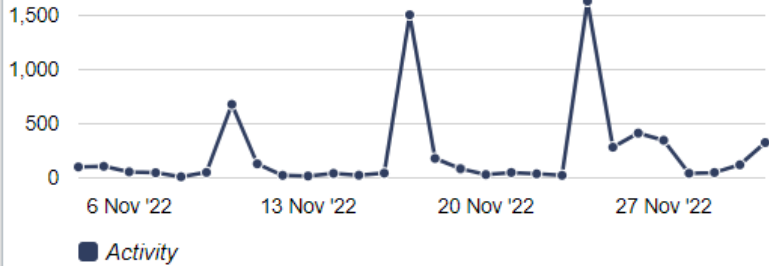
## Grassroots Actions Taken

111K  
Actions

Total number of calls made, meetings reported, and letters sent from our Legislative Action Center.

## Daily Activity

Weekly Activity On Our Legislative Action Center.



# Legislative Action Center Data Overview – Nevada

This document details registrants and activity on MOAA's Legislative Action Center from January 1 - September 30, 2024 for Nevada. State activity reflects the self-reported details provided by registrants through the Legislative Action Center's registration form.

Total Registered Advocates: 291 (58/20% from Chapter or Council Members)

Total Actions Taken: 1459 (143/10% from Chapter or Council Members)

Our Legislative Action Center permits advocates to indicate membership to more than one affiliated council and chapter. As a result, values in the table below may not total 100%.

Chapter Name	Number of Registrants	Number of Actions Taken
NV02 - Sierra Nevada Chapter of MOAA	22	44
NV03 - Southern Nevada Chapter	32	99
NV05 - Lake Tahoe Chapter	Less than 10	Less than 10



# Effective Community Outreach



Make an impact in the local area



Provide meaningful member engagement



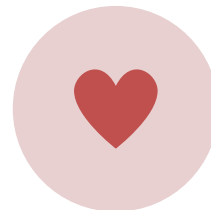
Honor those who have served, active service members, and enlistees



Take advantage of support: grants, sponsorships



Represent MOAA, promote and expand the brand



“Never Stop Serving”

# Community Outreach

- Community Outreach Sponsorship
  - \$300 chapter/\$800 council
- MOAA Foundation Community Outreach Grant Program
  - Up to \$5,000
  - Dec 1- Feb 29 application window
  - Liability insurance requirement

# Impact of MOAA Charities

## MOAA Foundation

To prevent and protect veterans from crisis.

## MOAA Scholarship Fund

Interest-free loans and student grants



### Platinum

Both MOAA Charities are Platinum rated by Guidestar!



### 100+

individuals & families in crisis have received financial assistance through The MOAA Foundation's Crisis Relief program



### 17,000+

students have received assistance from the MOAA Scholarship Fund

Scholarship application opens Nov 1 - March 1, 2025:

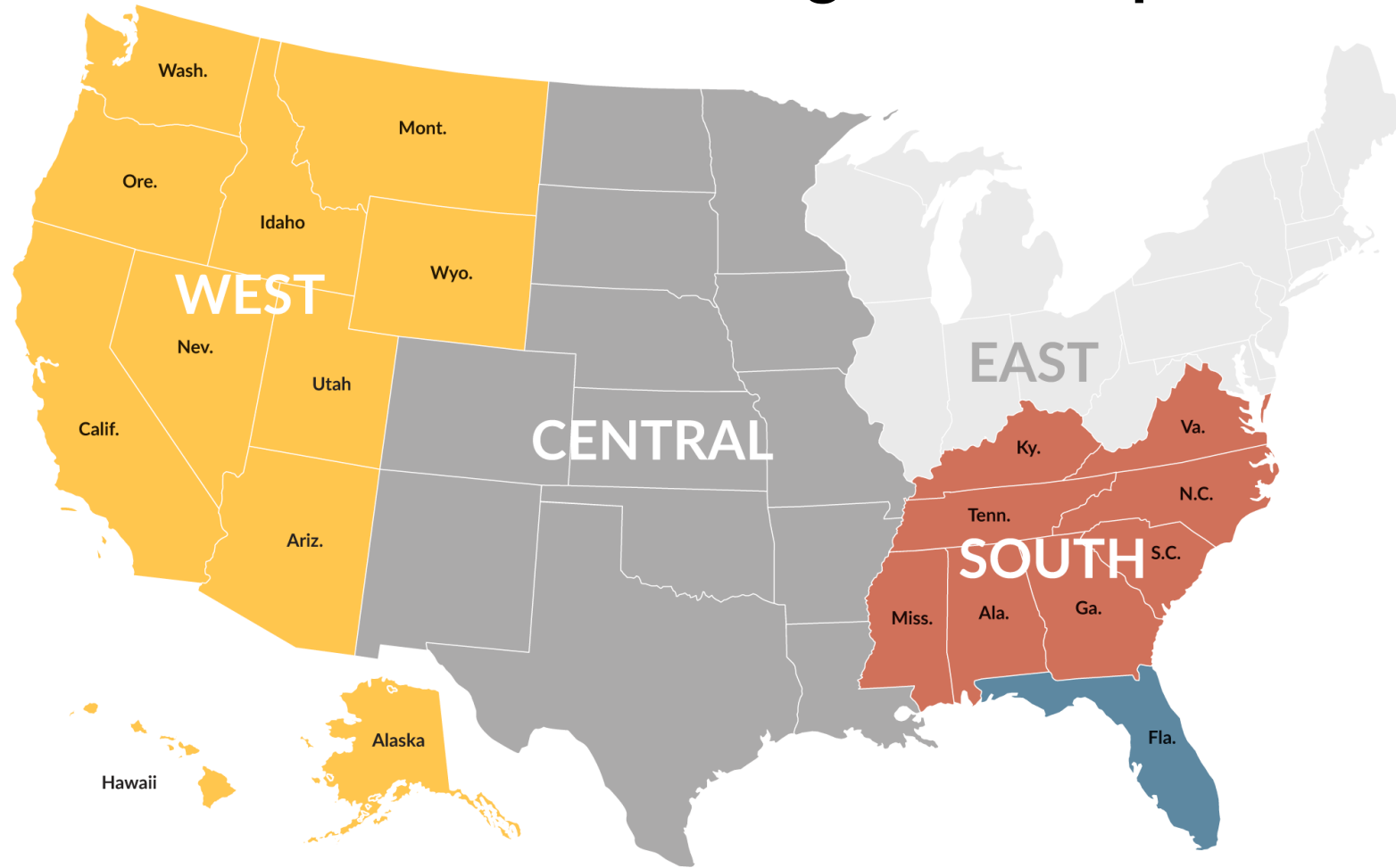
[www.moaa.org/education](http://www.moaa.org/education)

# MOAA Foundation Crisis Relief Program

- Up to \$1,000 for immediate needs
- Apply within 90 days of crisis event
- Open to all services, all ranks
- Open to currently serving, veterans, spouses, and military and veteran caregivers
- Donations welcome!



# 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



# 2025 Leader Training Workshops



**Leadership Seminar**  
Orlando, FL  
January 16-18  
FL, Other C&C by invitation

**Virtual Workshop**  
New Leaders  
March TBD  
Focused on New Chapter Leaders

**Central Workshop**  
Oklahoma City, OK  
May 2-3  
AR, CO, IA, KS, LA, MN, MO, ND, NE, NM, OK, SD, TX

**Virtual Workshop**  
Experienced Leaders  
August TBD  
Focused on Experienced Leaders

**East Workshop -**  
Pittsburgh, PA  
November 14-15  
CT, DE, IL, IN, MA, MD, ME, MI, NH, NJ, NY, OH, PA, RI, VT, WI, WV



# 2024 Roundtable Schedule

January 18* Compliance and Legal Topics	February 29 Committee Module	March 28 Advocacy in Action	April 25 Marketing
May 23 Individual Awards Program	June 27 Generational Recruiting	July 25 Chapter Health Update	August 29 Council/Chapter Visit Program
September 26 New Chapter Dues Payment Program	Oct 17 Community Outreach	November 21* Committee Module & NRT Training	December 19* 2024 Awards: New Process

\* Adjusted from 4<sup>th</sup> Thursday to Avoid Conflict

# Our Most Engaged Advocates





# Open Discussion

