



Texas Council of Chapters

“Year of the Chapter”

August 23, 2008

Why Year of the Chapter?

- 70,000 Chapter Members – 35 Councils/407 Chapters
- 19 Percent of MOAA Membership
- Chapters Grassroots Support & Ambassador Role Critical to MOAA
- Recruiting Challenges – Every Member Precious
- Investment in Chapter System
- Announced in Feb 2008 *Military Officer*

Year of the Chapter – Goals 2008-2009

- Organizational Approach
- Address Core Issues
- Council Importance
- Target MOAA Members Not in Chapters
- Improve National Level of Support

Initiatives

Organization

- Strengthen Councils

Membership

- Target the 290,000+ non-chapter MOAA members
- Execute Give Me 10! 2008 – Develop New Program for 2009
- New Chapter Development

Initiatives (cont)

- Councils to Identify Chapters for Revitalization
- Provide Tools to Chapters for Guard/Reserve Recruiting

Support

- Help Councils/Chapters Generate “non-dues” Income.
- Revise Policies and Procedures Guide
- Visit Program – See All Chapters Every 3 Years/Working Visit

Initiatives (cont)

Support

- Improve Signature Events
- Find Ways to Simplify Chapter Administration
- Better Prospects Data/Lists
- Complete Chapter Web Template Project

Recognition

- MOAA Leadership Award
- Year of the Chapter Coin

Initiatives (cont)

Recognition

- Cash Awards for Levels of Excellence?
- National Symposium Event 2009

Grass Roots Support/Community Action

- Develop Sponsorship Guidelines
- Opportunities to Support Wounded Warriors, Military Families
- Work With Councils/Chapters to Assign Chapter Responsibility for Legislators

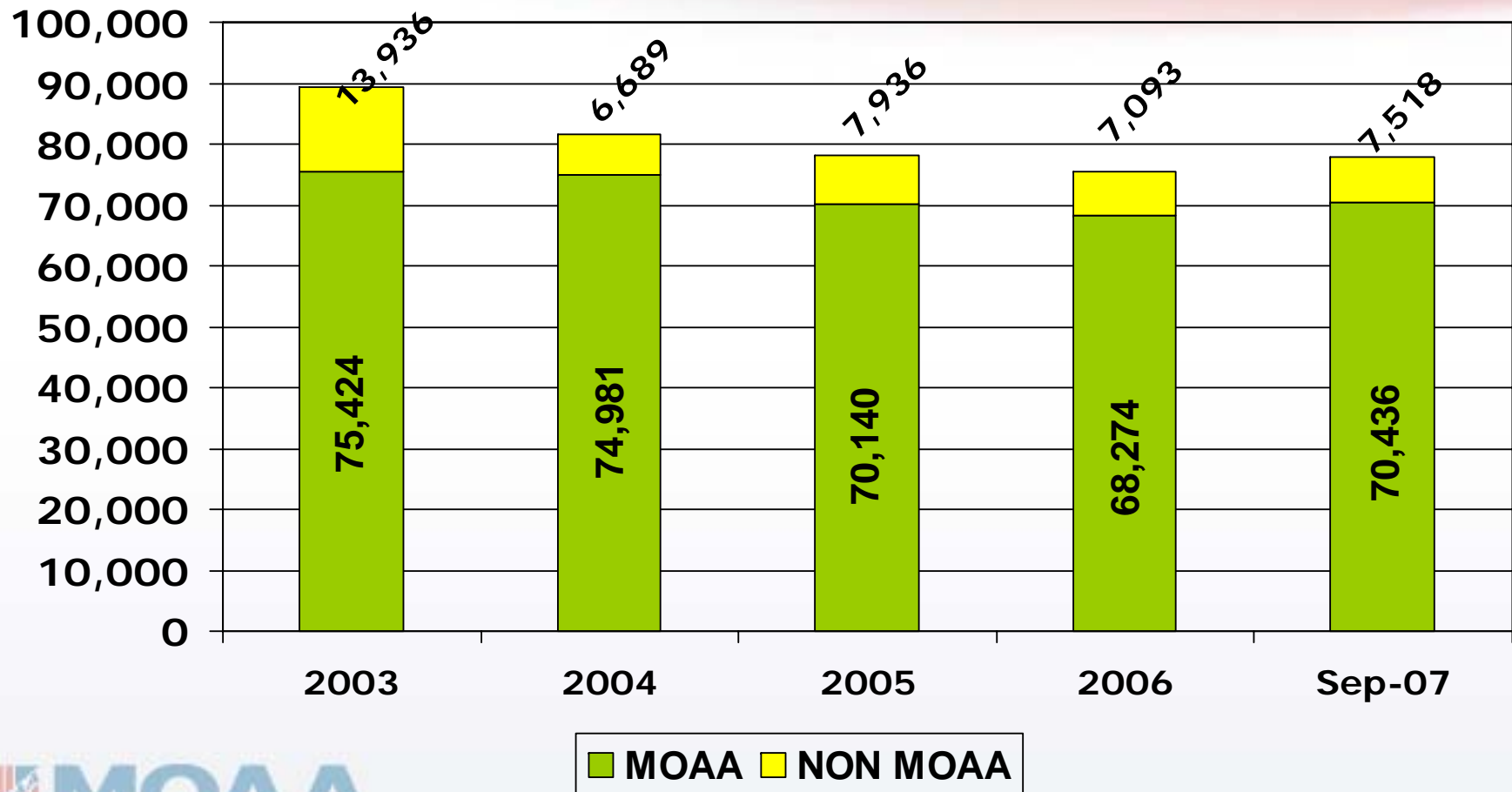
Chapter Recruiting 2008

- What can we - - MOAA - - do to increase chapter membership?
- Oct 2008 Chapter Cover Wrap
- “We Want You In Chapters”
- Free one year chapter membership to non-chapter MOAA members
- Rebate to chapters for each new member through this effort
- “Push” new members to chapters
- Multi-department approach with council/chapter input

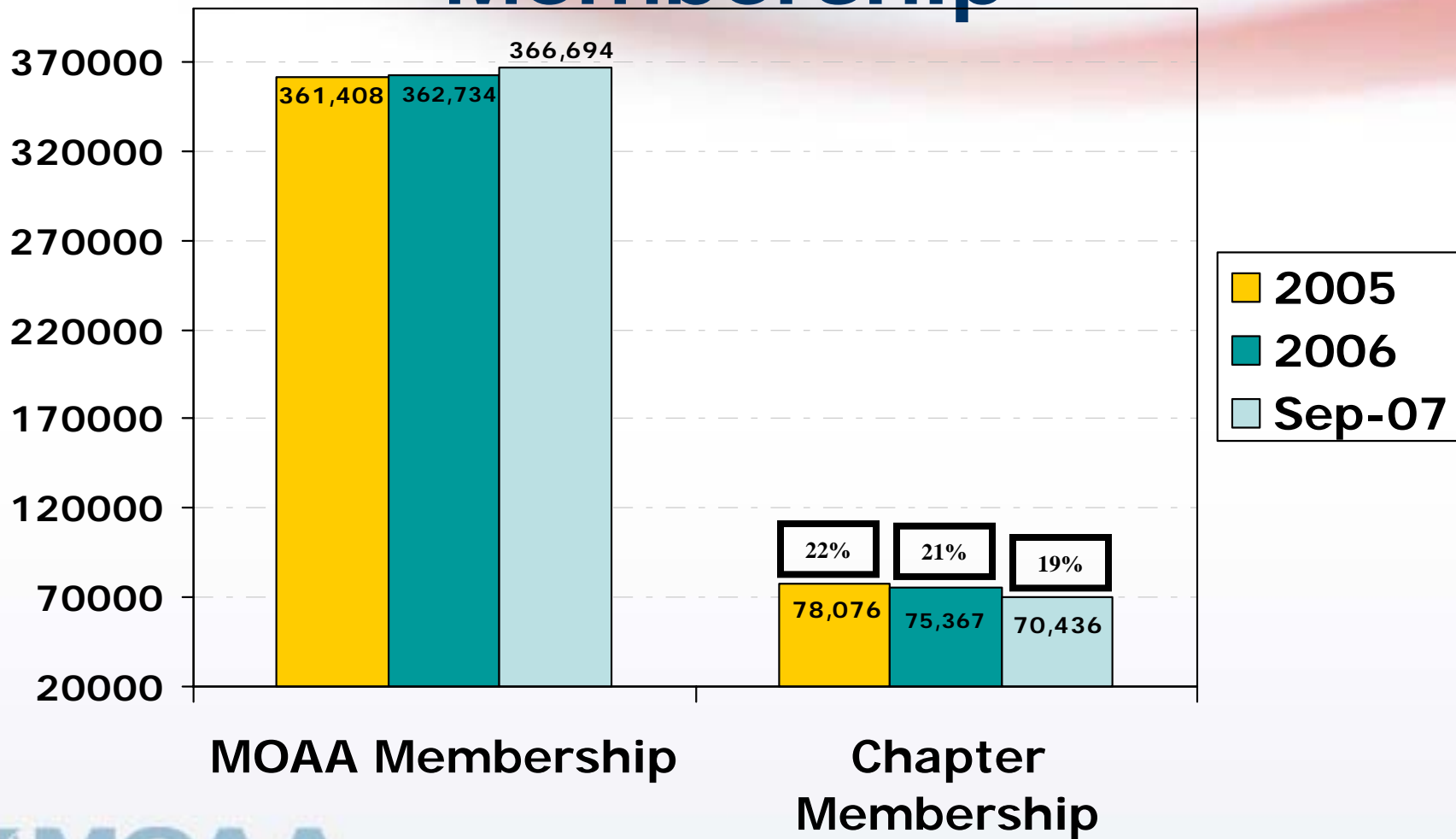


Questions?

MOAA & Non-MOAA Members in Chapters



MOAA vs Chapter Membership



Chapter Average Age

