

THOUGHTS ON ACTIVE DUTY – July 29, 2008

Assumptions:

- There is access to an Active Duty Population
- Some ideas will be applicable to all

Factors

- Creative
- Imaginative
- Flexible
- Be willing to walk away from old ways and those doing things the old way and start anew
- Act on ideas even if you have to go it alone

Basis

- Know who among you can engage them on their chronological and operational level.
- Must have an Active Duty population, Regular, Guard, and Reserve
- Identify key leadership...Officer and Enlisted...some key enlisted may be best recruiters of officers for MOAA because they know we are in it for everyone...
- Become known and active in their presence...recruit them through GMT...be seen and socialize in places where they are.
- Be familiar with Combat and what the Active Force is currently experiencing...recognize the operational and technological changes and be able to relate to what's going on on the ground – been there done that in my time.
- Recognize where their time and interest lie.
- Know what MOAA hopes to achieve for them...demonstrate which issues and services affect them directly, all of them Officer and Enlisted. Regular, Guard, and Reserve...examples: the MOAA Scholarship Fund...TRICARE is directly linked to Medicare so Medicare is not solely a 65+ issue...Medicare hits everyone from Active Private to Tricare Standard to Tricare Prime to Tricare for Life...SBP/VA DIC Offset - SBP law is in Chapter 73, Title 10, United States Code...know that SBP..Options and coverage differ for active duty personnel and retirees. Reservists whose service will make them eligible for retired pay at age 60 are eligible for the Reserve Component Survivor Benefit Plan, or RC-SBP...If you are on active duty, retirement-eligible and have a spouse and/or children, they are automatically protected under SBP at no cost to you while still on active duty. If divorced, your former spouse may be protected instead of a current one...Chapter 61 retirees under 20 YOS and VA Compensation offsets...Tell them what MOAA is trying to do with regards to Guard and Reserve issues...Let them know how these issues have a direct bearing on the well being, too, along with what MOAA is doing.
- Also, tell everyone, it's not so much as necessarily getting more but rather setting injustice right and keeping the government from taking what's been achieved away.
- Reach out, combine with other organizations and contribute to Active Duty unit events.

Media

- Show case AD on front page of print media...they are where the future lies...
- Ask for AD guest contributors...membership, personal affairs, and operational aspects
- Use Ads as a means of generating non-dues income to support out reach to units...
- Go high end on a full size Directory increasing font size and spacing to make it more readable...place ads as light pastel center fold in Directory offering specials like full

page and half page coupling with comped ¼ and biz card size ads in newsletter thereby taking strain of large ads out of a publication published six times reducing printing costs...charge more for ads in newsletters published frequently than in a directory published once a year.

- Charge for ads in website...use a coupling arrangement like in the foregoing thought as an inducement to go to the directory specials.

Membership

- Charge more for print media solely.
- Offer an electronic version of the print edition with a print directory and charge less.
- Think about making the chapter all electronic using what ever resources are available to set up web site, electronic distribution, and a print Directory....estimated direct cost for an electronic membership, exclusive of labor, is \$5 a year

Active Duty Chapter

- Be inclusive...try to get them to join and take Board positions.
- Be prepared to help them establish a satellite unit.
- Go for Active Duty and holding major leadership offices, President, Vice, Programs...
- Your organizations fails to meet the future, be prepared to leave and start an Active Duty Chapter with retired age 45 – 60.volunteers acting as the back office...secretary, treasurer, media – print and web
- Noon meetings in an O'Club using a hot line.
- Active Duty speakers with topics of interest to them.

Income

- Use ads and fund raisers to generate non-dues income
- Surplus income to needs of administration...contributions to local units, national scholarship, even free electronic membership with print directory
- Be flexible and willing to take advantage of any restructuring at national level with regards to chapters to pursue goals

Administration

- Contract hire with income generation to support activities...no one does it better than the Alamo Chapter

Your Chapter

- Volunteer workers in depth, lots of great ideas and few workers is no-good...be prepared for key personnel to walk away from an old-way chapter and go with the Active Duty.
- Use email to float issues prior to Board meetings to cut down on time to act...go to immediate rather than a month to three month decision making process....
- Leading...a pretty face controlling the agenda is not leading...controlling an agenda is for bureaucrats...putting up ideas without any thought of taking on the task is not leading – again, bureaucrats at work...sniping and obstructing is not leading....still talking about bureaucrats....if you're filling a position and controlling, putting up ideas without taking on tasks, and sniping and obstructing, ask yourself what you're doing in your position because others are wondering....
- One leads by ideas implemented, deeds, and reaching outside and being engaged with people...rolling up one's sleeves and working for others is leading...