

North Carolina State Council of Chapters Strategy for Recruiting in 2012

As we enter 2012, it's time to formulate a revised strategy for improving the recruiting of members at the chapter level. MOAA National has done a good job of providing the frame work for recruiting, but the real job starts with the chapter. The Membership Committee is the key to success. The job is too big to be left to one person therefore the committee should be made-up of five or more individuals. The committee then needs the tools to be successful: lists of prospective members, (what has MOAA done for me lately? Brochures), Give Me Ten promotional literature, membership applications, etc.

Recruiting actions:

1. Use the potential membership list provided by MOAA National, analyze the list for likely members and assign individuals to personally contact them. Follow-up with phone calls and / or letters encouraging them to join. Offer a free luncheon/dinner at the next chapter function or give a free membership to the individuals if the chapter can afford it. Offer to bring them to the next function so they can see the chapter in action and meet the members.
2. Provide the membership committee with Give Me 10 free membership cards for both activity duty and non-active duty individuals. Have the Secretary of the chapter provide the names of all chapter members that do not belong to National. Contact each individual and offer them the opportunity to join National at the reduced rate of two years for \$30.00 through the Give Me 10 Program.
3. Contact those officers in the JROTC Program in schools supported by the chapter that are not members of the chapter, and invite them to join. A good way to start is to set up a meeting to discuss the Awards and/or Scholarship Programs. Make sure they belong to National, and if not, give them free membership through the Give Me 10 Program. All officer instructors should belong to both National and the local chapter.
4. Contact those National Guard and Reserve Units in your area, determine if the officers belong to National, if not; use the Get Me 10 cards to provide a free one year membership to National for them. During this contact, invite them to join the local chapter, provide them with a copy of your monthly newsletter, and offer a free luncheon or dinner at your next function. Once they meet the chapter members, they just might decide to join.
5. Senior ROTC programs in colleges/universities supported by your chapter for awards and/or scholarships have active duty officers assigned. They qualify for Give Me 10 free National MOAA memberships and could also join you chapter if they do not now belong. A face to face meeting with the PMS' by a team from the chapter to explain the awards/scholarship program might be a good place to start recruiting. Explain the gold bar initiative and offer to provide

gold bars and free MOAA memberships to all newly commissioned Lieutenants from the Senior ROTC Program.

6. Seek to enroll former military officers, those who served 2 to 4 years on active duty but did not retire from service, in both local and National MOAA. These individuals are usually prominent businessmen and community leaders. Identification of these individuals can be obtained from the members of the chapter who know them and know of their previous military experiences. They are eligible for membership in both organizations and Give Me 10 provides two years membership in MOAA National for \$30.00.

7. Vary the types of programs offered so that some might appeal to the younger officer. Vary the type of meetings with some luncheons and some dinners. Have some speakers and some entertainment. Judge which types appeal most to the membership. New members will not participate if they do not enjoy the meetings.

CHAPTER GOALS for 2012:

- Enroll at least 10 new National MOAA Members using the Give Me 10 Program.
- Ensure all Officer Instructors in the JROTC Program are National members. (Free membership through the Give Me 10 Program.)
- Enroll all JROTC Officer Instructors in the chapter.
- Ensure all Officers in the Senior ROTC Program belong to National and attempt to enroll them in the chapter.
- Provide gold bars and free memberships in National for all Senior ROTC graduates. (Give Me 10 Program.)
- Attempt to enroll the Reserve & National Guard Officers in the area in both MOAA National and the local chapter.
- Identify, contact and attempt to enroll those former military officers living in the area as members of both MOAA National and the local chapter.
- Recruit more new members than expected losses in 2011.