

NCCOC Feedback Summary for COL Barry Wright, Director, Council and Chapter Affairs

1. *Are you using the online CHAPTER MEMBER GAIN FORM?* Most said yes.
2. *What are your experiences using the form? Has your membership chair contacted National MOAA with any concerns?* **Important:** As long as only five or fewer new member forms are submitted, there is no problem. When more than five are submitted, the system will not accept them; it requires using a "second" submission. And then you must wait a day or two to do so. Have contacted National MOAA. What we've done does not compute with tracker. Have tried to remedy situation.
3. *Have you or your membership chair downloaded the WinZip program? Have you reviewed the MOAA Excel Tutorial for Recruiting Lists?* Unable to download program. This was repeat message from chapters. Program had a virus which crashed my computer. Replied to National MOAA and was sent excel spreadsheet. The tutorial was well meaning but far too much information for the average recipients.
4. *What are your overall comments regarding the 2013 Chapter Recruiting Program?* We appreciate the support provided by National MOAA but the list of potential chapter members is too large and incomplete for us to use. Not having email addresses and the cost of stationary and postage are prohibitive to fully employ the list. Telephone contacts are the best option if you can get a current number. We understand the difficulties of keeping lists up to date. Other than the lists, we believe that the program has merits especially in the design of the 3 levels of membership.
5. *Do you find this program more advantageous than the now outdated Give Me Ten?* We get excited about getting a new chapter member but when they're not National we get no incentive credits. We'd like time to get them into National. Recruiting incentives under this program, especially for smaller chapters are too high. Goals should be determined by category to make it fair and achievable (now by category on tracker).
6. *Please share your top three Recruiting Success Tips.* One to one communication clearly is key to successful recruiting. Each member recruits one new member. Invite one new prospect to a meeting. That usually does it. Free first year membership. Sponsorship program for new members. Invite prospect to small dinners at member homes.

We appreciate the feedback that you provide on a regular basis. This helps to clarify the program and provides good ideas for us to try. What methods do you use to survey chapters about the program?

Submitted by COL Jeri I. Graham, USA (Ret) NCCOC 1st V.P.