

May, 2014 NCCOC “Boot Camp” Durham  
Membership and Chapter Recruiting  
CAPT David Lee, COL Al Schroetel

Purpose:

- Update on NCCOC Membership Status
- Review 2014 MOAA Nat’l Membership Program
- Sencland Strategies; “What Works”

Barry Wright’s letter summarizes the 2014 Chapter Recruiting Program. Find his letter on the MOAA web site;

[http://www.moaa.org/uploadedFiles/MOAA\\_Main/Main\\_Menu/Chapters\\_and\\_Councils/Chapter\\_Recruiting/chapter\\_recruiting\\_letter\\_2014.pdf](http://www.moaa.org/uploadedFiles/MOAA_Main/Main_Menu/Chapters_and_Councils/Chapter_Recruiting/chapter_recruiting_letter_2014.pdf)

What highlights do you find?

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#### MOAA Chapter Recruiting Campaign

Chapter Recruiting 2014 provides a single effort to recruit new chapter members. The ultimate goal for MOAA is to remain the premier military advocacy organization that can affect legislation and make a difference in the quality of life for all members of the military and their families. Our chapter system is critical to attaining that goal. We must focus our resources on recruiting chapter members or risk the continued decline and weakening of our chapter system.

MOAA has 380,000 members.

There are 410 MOAA Chapters with 57,000 members.

15% of MOAA members are in a Chapter

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#### MOAA Membership:

2013 Results, 2014 Expectations

- Recruiting Chapter Members
  - 2013: exceeded goal of 2000, added 2556

- 2014: goal of 3000, to date have 150

Note: Not all qualify as MOAA Chapter members

- 50 Chapters qualified for 2013 retention incentive of \$250
  - Retain 95 percent or more of members, as determined by national MOAA
- 2014 Incentive Award
  - \$500 to retain 90 percent of your chapter members from the 2013 roster submission (see worksheet under Retention Incentives)
  - Must have met both the Mar 15, 2013 date for the roster submission and Feb 1, 2014 date for your new roster submission to national MOAA
- Incentive Program starts 2<sup>nd</sup> quarter (1Apr), allows admin time for MOAA

Note: There are other incentives for 100+ new members and for top councils in each of four regions. See web site for more details.

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**Chapter Recruitment 2014**

Members Recruited as of 01May2014

Source MOAA Website; Tracker , Chapter Recruiting 2014

Chapter Category	Chapter Code	Chapter Name	Chapter Members Added	Receiving Incentives for
Category - 01 (1 to 49)				
Category - 02 (50 to 74)	NC04	Charlotte-Metrolina	19	12
Category - 03 (75 to 99)				
Category - 04 (100 to 120)				
Category - 05 (121 to 149)	NC02	Coastal Carolina	2	0
Category - 06 (150 to 199)				
Category - 07 (200 to 249)				
Category - 08 (250 to 299)	NC01	Cape Fear	4	1
	NC07	Southeastern NC	11	7
Category - 09 (300 to 499)	NC06	Sandhills	1	1

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<http://www.moaa.org/chapterrecruiting/>

Tracker is accessed via icon on this web page. It is to be updated every week with new members submitted. Submit new members through the icon on this page also

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#### MOAA Membership

- For your new chapter members that are not MOAA members
- Three membership levels
  - Basic, on-line, limited products, no mailed magazine, no cost, 3 year limit unless  $\leq 35$  yrs old
  - Premium, full benefits, mailed magazine, 1 yr @ \$37, 2 yrs @ \$72, 3 yrs @ \$95
  - Life, full benefits, depends on your age, \$450 +/-

See Chapter Recruiting Brochure in your handouts

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Recruiting Materials are access via: [http://www.moaa.org/main\\_simplelist.aspx?id=10969](http://www.moaa.org/main_simplelist.aspx?id=10969)

**Membership and Chapter Recruiting**

- Actively Recruit New Members
- When You Get New Members
  - Report New Chapter Members On-line
  - Sign them up for MOAA Membership – Basic Membership is FREE
- Take Advantage of MOAA & USAA incentives

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**QUESTIONS?**

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## SENCLAND MOAA RECRUITING

### ELEMENTS OF A SUCCESSFUL CAMPAIGN

- INTERESTING PROGRAMS AND ACTIVITIES
- CHAPTER VISIBILITY
- INVOLVE ALL MEMBERS IN RECRUITING
- MAKE GUESTS WELCOME
- USE NATIONAL MOAA POTENTIAL RECRUIT LISTS
- CONTACT & FOLLOW-UP

Notes:

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### INTERESTING PROGRAMS AND ACTIVITIES

- LUNCHEONS OR DINNERS WITH SPEAKERS
  - ISSUES OF BROAD INTEREST
  - MORE THAN JUST MILITARY
  - BEST SPEAKERS YOU CAN GET (COLLEGES, RECENT NEWS COVERAGE, ETC.)
- “FIELD TRIP” LUNCHEONS
  - TRIP WITH A CATERED LUNCH
  - EXAMPLES:
    - CIVIL WAR SITES AND RE-ENACTMENTS
    - ART GALLERIES & EXHIBITS
    - HISTORICAL SITES

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### CHAPTER VISIBILITY

- WEBSITE
- NEWSPAPER ANNOUNCEMENTS OF MEETINGS
- MEDIA COVERAGE OF ACTIVITIES
  - SCHOLARSHIP AWARDS
  - SUPPORT TO VETERANS
- NEWSLETTER

Notes:

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### **EVERYONE A RECRUITER**

- INVOLVE ALL MEMBERS IN RECRUITING
- SERVICE DIRECTORS' JOB DESCRIPTION INCLUDES "RECRUITING"
- RECOGNIZE TOP RECRUITERS

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### **MAKE GUESTS WELCOME**

- WELCOME THEM AT THE DOOR
- DURING THE MEETING INTRODUCE THEM AND ASK FOR A SHORT RECAP
- LET THEM KNOW HOW TO JOIN

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### **NATIONAL MOAA POTENTIAL RECRUIT LISTS**

- SENT TO CHAPTER PRESIDENT AND MEMBERSHIP CHAIR
  - ABOUT TWICE A YEAR
  - NATIONAL MEMBERS WHO ARE NOT AFFILIATED WITH LOCAL CHAPTER
- SEND THEM AN E-MAIL WITH:
  - A WELCOME
  - INFO ABOUT UPCOMING MEETINGS
  - LINK TO WEBSITE
- SAMPLE TEXT

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### **SAMPLE E-MAIL INVITATION**

Periodically the MOAA National Headquarters sends local Chapters a list of MOAA members who have indicated an interest in affiliating with a local chapter.

In this case, we are the Southeastern NC (SENCLAND) Chapter serving the entire Cape Fear Region. We hold monthly meetings from September to June of each year. Most of these meetings are at the Bluewater Restaurant in Wrightsville Beach, but we also have at least one meeting each year at Oak Island and one in Surf City.

I encourage you to look at our Chapter Website <http://www.sencland.org/> for a bit more information about our Chapter. I have also attached a copy of our April Newsletter.

We hope you will come to a future luncheon. Our next one is at the Bluewater on Tuesday, April 1st at 11:30AM at the Bluewater Grill Restaurant on Wrightsville Beach. Menu: Choice of entrees, beverages and cookies for \$15

Our guest speaker will be Mr. Cort Barnes, one of the hostages during the 444 day Iranian siege of the American Embassy in Tehran. If you would like to attend this luncheon, please RSVP to JoAnn Doleman at : [jdoleman522@gmail.com](mailto:jdoleman522@gmail.com)

If you are not able to attend this luncheon, here is information on upcoming luncheons:

- May 6th: (Oak Island) – State Senator Bill Rabon
- June 6th: (Hugh MacRae Park in Wilmington ) Annual Pig Pickin' and ROTC Scholarship Awards
- July and August – no meetings

Should you decide to join our Chapter the annual dues (\$15) are waived for the rest of the calendar year in which you join.

If you have any questions about our Chapter please call me (910-686-6905) or e-mail me.

I look forward to meeting you soon.

Al Schroetel

Membership Chair.

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#### **Contact & Follow-up**

- E-mail: "Hope Your Enjoyed...etc.
- Sample text:

We are pleased that you have joined our local chapter of the Military Officers Association of America (MOAA). The SENCLAND Chapter is one of the largest in North Carolina and certainly the most active.

We hold most of our monthly luncheons at the Bluewater restaurant on Wrightsville Beach, but because our Chapter's region goes from Camp LeJeune to the SC Border, we hold one luncheon each year in the "north" in Hampstead and one in the "south" at Oak Island. The May 6th Luncheon will be at the Island Way Restaurant, 1407 E. Beach Dr., Oak Island. This is a very nice restaurant overlooking the ocean.

I have attached a copy of our May Newsletter (which includes more details about the May luncheon).

A copy of the May Newsletter is also posted on our website (<http://www.sencland.org/>)

Please call me at 910-686-6905 or respond to this e-mail if you have any questions.

I look forward to seeing you again at a future Chapter luncheon or event

Al Schroetel    Membership Chair.

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