

MEMBERSHIP

GIVE ME TEN (GMT) PROGRAM FOR 2010

GMT is an incentive program for chapters to recruit MOAA members. Some chapters also offer free or discount chapter memberships with GMT. Here's the latest news on the 2010 GMT:



Paid GMTs: This year's focus is on "paid" memberships. The cost is \$28 for two years (or pay for a life membership according to age).

- § Each chapter will receive a \$100 bonus for each ten (10) "paid" members recruited.
- § Recruiting retired and former officers and surviving spouses of officers, counts toward reaching the "paid" membership goal.
- § Reinstatement of former paid MOAA members with "lapsed" memberships also count toward "paid" membership totals.
- § Chapter members who convert to MOAA life memberships will also count toward the "paid" membership totals. Be sure to make a strong push for these conversions in your chapter newsletters, and be sure to emphasize that chapter members who opt to call the MOAA Member Services Center at 1-800-234-6622, "specify" that (1) they are a MOAA chapter member and (2) that they give the MOAA MSC representative your "chapter code" (e.g. VA-01 for Central Virginia Chapter) - bottom line: no code, no credit.

Free GMTs: Chapters will receive a \$10 per capita rebate for every "free" or "complimentary" one year GMT membership issued (this includes: active-duty; Guard; Reserve: OCS; and JROTC instructors). There are no bonuses for signing up "free" members this year; however, the free memberships still provide a viable source of cash for your chapter, so don't ignore this money-making opportunity.

Reconciliation with MOAA: Each chapter is asked to retain a comprehensive list of all GMT "paid" and "free" membership application cards submitted to MOAA and conduct a periodic reconciliation with MOAA, when the "category" report on the MOAA website does not "jive" with local chapter records.

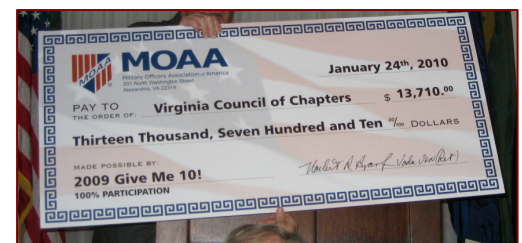
Gold Bar Program: All VCOC-MOAA chapters who support a college or university ROTC program, should have already submitted their gold bar requirements to MOAA, including the name and address of the person to be mailed the bars. Remember, the Gold Bar Program is a three-step process: (1) order and receive the gold bars, certificates and presentation folders (by service); (2) coordinate the presentation of the bars with your local ROTC unit(s); and (3) fill-out and submit the "free" GMT membership cards (yellow forms) to MOAA. In 2009, the single biggest deficiency in "gold bar" program recruiting was chapters not submitting the completed "free" membership applications to MOAA.

"Night Out on MOAA" - For 2010, to qualify for the elegant and much-deserved "Night Out on MOAA," at least 75% of VCOC-MOAA chapters (14 of 18 chapters) must tally-up a **minimum of eight (8) "paid" memberships** (which includes "life membership conversions" as stated above). To help your chapter and VCOC reach this "achievable" goal, work hard on getting life membership conversions by your chapter members and also work with MOAA to identify chapter members who have "lapsed" MOAA memberships. **I feel confident if Virginia chapters work hard on these two sources for "paid" memberships, we will have little difficulty in winning our fifth-consecutive "Night Out on MOAA."**

*/ John Baumgarten, CDR, USN, Ret,
VCOC 3rd VP & Membership Chair*

VCOC LEADERSHIP RECRUITING OBJECTIVES:

1. Grow each chapter by 10 new chapter members per year who are retained.
2. Win the Night Out With MOAA for 2010 GMT.
3. Improve recruiting for leadership positions in chapters. Each chapter president has a pre-determined successor.
4. Increase Gold Bar Program to include all Virginia colleges with ROTC.



Above is a check representing **\$13,710** earned by Virginia chapters & VCOC via GMT 2009.



At left LTC Paul Mehler passes the GMT "torch" to VCOC's new GMT leader for 2010, CDR John Baumgarten.

Photos by VCOC PAO

See Give Me Ten section of VCOC website VirginiaMOAA.com