

CHAPTER MEMBERSHIP

Based on the membership data received, we lost a net 94 members since January. The bulk of these losses were Give-Me-10 new member non-renewals written-off by the Mount Vernon Chapter. Discounting these losses, the rest of the reporting chapters managed a collective **net gain of "0" members**.

The July issue of *Military Officer Magazine* will feature a "cover-wrap" designed to solicit members for your chapters. For each such **cover-wrap referral** you receive from MOAA, your chapter will earn \$15 if you pick up the referral in your chapter records, send a welcome letter and invite the referral to your next chapter meeting. You must confirm to MOAA by e-mail or telephone that you have accomplished these actions in order to receive the rebate. However, cover-wrap referrals are not expected to generate a huge membership gain for your chapters. Each chapter is encouraged to also continue to work the "MEMBER" section of the list of prospects you received from MOAA. Aggressive pursuit of these "non-chapter" MOAA members can lead to substantial membership gains for your chapters, but unfortunately, no rebates from MOAA.

Melva reminds us that chapter news releases to military and civilian newspapers can also get the word out to the public and generate increased membership. */ John Baumgarten, CDR, USN, Ret, VCOC 3rd VP*

MOAA MEMBERSHIP – Give-Me-10 Program



Shown at left are the "Give-Me-10" statistics for VCOC chapters, based on the MOAA on-line report and non-posted activity recently reported by chapters.

Chapter	Free	Paid	Life	Total
CSV	0	0	0	0
CVC	0	2	1	3
FLC	0	0	0	0
GCM	0	1	0	1
HHC	0	0	0	0
HRC	13	1	0	14
HVC	0	0	0	0
MVC	7	2	0	9
NNC	0	0	0	0
NVC	0	0	0	0
PAC	2	0	0	2
POT	0	0	0	0
PVC	2	0	0	2
RAC	16	7	1	24
SSV	55	0	0	55
SVC	0	0	0	0
SWV	0	0	0	0
VIP	42	1	0	43
Totals*:	137	14	2	153
* as of 7 May				

From the numbers shown, we are not making significant progress in earning the number of "paid" equivalents to qualify for either periodic chapter or council bonuses, or the coveted "Night Out on MOAA" at year's end. Only one chapter has thus far earned enough paid equivalents to help achieve our year-end goal.

To earn more "paid" equivalents, chapters should encourage their "regular" MOAA members to convert to "life" membership and identify and aggressively pursue chapter members with "lapsed" MOAA memberships to have them "reinstate" their MOAA memberships.

In addition, all chapters should have by now received a "prospect" list from MOAA which shows "non-chapter" MOAA members in their area, who have "lapsed" MOAA memberships - another potential source for gaining "paid" equivalents in the program.

Many chapters will soon be earning Give-ME-10 rebate credits from the "Gold Bar" program (the easy money). But to realize our stated goal of winning council bonuses and the "Night Out on MOAA," a much greater level of effort is required from every chapter to get "paid" membership credits.

/ John Baumgarten, CDR, USN, Ret, VCOC 3rd VP

THIS YEAR'S BONUSES & NIGHT OUT ON MOAA ARE BASED ON

PAID MEMBERSHIP\$ ONLY

Chapters continue to receive rebates from MOAA for all valid Give-Me-10 recruits:

\$10 for free memberships.
\$20 for paid

Free one-year memberships are available to active duty, guard, reserve officers new to MOAA (no renewals). Use yellow forms.. Paid memberships cost \$28 for two years. Use green forms.

MARTHA WASHINGTON

"Martha Washington" visited the **Potomac Virginia Chapter** 22 April, portrayed by Anita Harrower, wife of a chapter member. Anita performed in period dress with historically accurate songs and stories, conveying the spirit and feeling of that long-ago time.

/ John Huber, LTC, USA, Ret, Potomac Chapter Secretary photo by John Huber



ANITA HARROWER as America's original "First Lady"