



CHAPTER MEMBERSHIP - Cover-Wrap Initiative

In the July 2010 issue of *Military Officer Magazine*, MOAA included a “cover-wrap” to encourage “non-chapter” MOAA members to join a local MOAA chapter. At the end of July, August and September, MOAA will send electronic spreadsheets to chapters listing respondents from the cover-wrap initiative. If and when your chapter receives the MOAA spreadsheets, you must accomplish four things to earn a \$15 per capita rebate from MOAA for each respondent: (1) create a chapter membership record for the respondent; (2) give the respondent a first-year **free** membership in your chapter; (3) contact the respondent by either telephone or letter; and (4) invite the respondent to the next chapter meeting. Once you have accomplished these actions, you must notify MOAA Council and Chapter Affairs by either telephone or e-mail to receive the \$15 rebate for each respondent. The rebates are intended to help offset the cost to the chapter for the one-year free membership given to the respondents.

NATIONAL MEMBERSHIP

MOAA Life Memberships and Conversions –

Recently there has been some confusion concerning the MOAA Life Membership discount for 2010 and the amount of the rebate payable to chapters under the Give-Me-10 program. Here is the official policy: the discount for new MOAA members signing-up for Life Memberships or for current MOAA annual members converting to life membership is 10%. The amount rebated to MOAA chapters sponsoring these applications is \$20 per capita. Be sure to promote the Life Membership discount in your chapter newsletters - this is a great way to earn “paid” Give-Me-10 program credits and rebates for your chapter!



GIVE ME TEN Virginia Stats:



Chapter	Free	Paid	Life	Other	Total
CSV	0	0	1	0	1
CVC	27	2	1	0	30
FLC	0	1	0	0	1
GCM	105	3	0	0	108
HHC	0	1	0	0	1
HRC	66	2	0	0	68
HVC	0	0	0	0	0
MVC	12	7	0	0	19
NNC	0	0	0	0	0
NVA	69	1	2	5	77
PAC	6	2	0	0	8
POT	0	0	0	0	0
PVC	5	0	0	0	5
RAC	16	12	1	0	29
SSV	205	0	0	0	205
SVC	0	0	0	0	0
SWV	97	1	0	0	98
<u>VIP</u>	<u>64</u>	<u>3</u>	<u>0</u>	<u>0</u>	<u>67</u>
Total	672	35	5	5	717

Shown at left are the “Give-Me-10” (GMT) statistics for all Virginia chapters, per the MOAA on-line report for 6 August 2010. Based on second quarter “paid” GMT membership gains, VCOC earned a \$1,000 quarterly bonus. To date, the total of GMT rebates earned by VCOC chapters stands at \$8,670 - good work and congrats to all!

We are still not making significant progress in earning the number of “paid” equivalents to qualify for periodic chapter bonuses, or for the coveted “Night Out on MOAA” at year’s end. Only one chapter has earned enough paid equivalents to reach our year-end goal of 14 chapters with at least 8 paid equivalents and only one chapter has earned a \$100 chapter bonus thus far this year.

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.

Chapters should also continue to work the 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.

Overall, the combined efforts of VCOC chapters have accounted for 21.3% of all GMT membership gains for MOAA during 2010 - **a very impressive achievement** - keep up the good work!

USE THE NEWS RELEASE provided by MOAA in the Give Me Ten 2010 package. VCOC Public Affairs Chair recommends tailoring it to your chapter then sending to local civilian & military newspapers, promoting your chapter’s participation in Give Me Ten. Be sure to give local chapter point-of- contact (PCO) info, including phone, email or website.