

## MOAA MARYLAND COUNCIL OF CHAPTERS GOALS

### ➤ **ADVOCACY**

- **Pass legislation to exempt Maryland state tax on Uniformed Services' retirement income.**
  - Create legislative priorities for MD General Assembly in support of MD Military Coalition goals
  - Engage MGA bill sponsors, Committees / Subcommittees, local Delegates and Veterans Caucus on Council-supported bills via messages and testimony
- Participate in MOAA annual Advocacy in Action (AiA) legislative campaigns
  - Establish Council / Chapters teams to execute AiA campaign actions
- Continue in leadership roles in Maryland Military Coalition and influence its legislative agenda; participate in MMC meetings, testimony and alerts.

### ➤ **RECRUITMENT AND PARTICIPATION**

- **Exploit MOAA National resources to reach new members**
- Connect with local Guard and Federal Reserve units and invite to speak at Chapter events
- Reach and sustain full Chapter participation at Council meetings and [future] Maryland Cong. Delegation receptions on Capitol Hill
- Participate in MOAA Annual meeting, webinars / online training
- Support Chapters in reaching and maintaining Level of Excellence (LOE) recognition
- Improve Chapter-to-Chapter communications and sharing of 'best practices' and compelling speakers
- Participate in Transition events in Maryland and use for recruitment & brand awareness

### ➤ **OUTREACH AND SOCIAL MEDIA**

- **Support Chapter initiatives to develop and deploy social media tools**
- Create a Council Facebook page and share content with Chapter Facebook accounts
- Test social media for community outreach & recruiting
- Adapt MOAA National content for Chapter newsletters in print and electronic forms

### ➤ **LEADERSHIP & SUCCESSION PLANNING**

- **Prior to leader turnover, ensure a succession plan is in place at the 1<sup>st</sup> and 2<sup>d</sup> VP positions and other key positions**
- Share expertise to strengthen Chapter structure and management
- Encourage spouses to assume leadership roles in Chapter and Council activities