

# How to Recruit Younger Members

Is your chapter struggling with recruiting young officers? You aren't alone. Here are some techniques and best practices to get you started in the right direction.

**1. Go where they are.** Facebook, Twitter, Instagram, the Internet. Use email to reach out rather than "snail mail." Text or call mobile phone

numbers. Most will not have, or check, a home phone.

**2. Engage.** When you bump into potential members, make an effort to talk and get to know them; highlight how their qualities and voice would help your group.

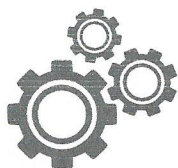
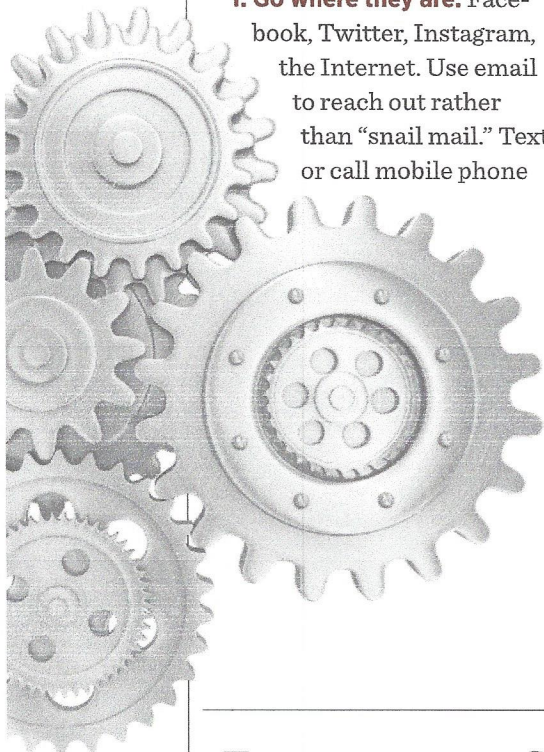
**3. Have an elevator speech prepared to get these younger officers interested.** What would draw them to join your chapter and/or national MOAA as a member? Would joining give them an opportunity to be involved in community service? To socialize with and be mentored by people with whom they share a common bond?

**4. Ask them what they would like to see.** Talk to them about what they would be interested in experiencing in an organization and what it would take for them to become a member. Listen and try to offer that ex-

perience if you can.

**5. Appeal to the younger crowd.** Create a "Young Officer" or "Currently Serving" section of your website, or tailor your social media page to include appealing information for this group. Make it easy to find and provide relevant content to grab their attention quickly and effectively. Enlist a younger person to help if need be. Recruiting younger members might be difficult at first, but continuing to grow sustainable membership will always be a high priority. It's up to you to take the first step, continue on with the marathon of membership, and get to the finish line with younger, like-minded officers who want to "never stop serving." ❏

— *By Rebecca Culhane, chapter affairs specialist, Council and Chapter Affairs*



**DID YOU KNOW?**

You can update and maintain chapter membership rosters online.

## Joining a Chapter is Easy

Are you curious about joining a chapter but don't know where to start? Follow these steps to get started.

**1. Locate the nearest chapter.**

If you are not sure which chapter(s) are near you, visit [www.moaa.org/chapterlocator](http://www.moaa.org/chapterlocator) to search for chapters and applicable points of contact by state. Additionally, you might receive periodic invitations in the mail from local chapter leaders. As fellow MOAA members, they

are excited to invite you to join their ranks! Review their contact information, and reach out to them.

**2. Find out when and where the chapter meets.**

After you find the nearest chapter, review its information. Many chapters have their own websites where you can find information regarding chapter meeting times and locations, chapter leadership, and activities. In lieu of a website, reach out to chapter

leaders and start the conversation with them.

**3. Join online — immediately.**

After you know the name of your local chapter, you can join immediately. Go to [www.moaa.org/joinchapter](http://www.moaa.org/joinchapter) for more information.

**4. Join in person.** After you have established contact with a local chapter, go to a meeting. Get to know the chapter members and become a part of the team. ❏