

MOAA's New Membership Model

Effective Jan. 1, 2013, MOAA launched a new three-tier model of membership. The new membership model provides a new connection with currently serving officers; a better bundled package of services for those nearing military retirement and those in their second careers; and a renewed emphasis to be all we can be to life members

Basic Membership: This model expands MOAA's reach to younger officers currently in uniform by offering a relevant and compelling electronic experience (at no fee), and emphasizes no one advocates more strongly for them than MOAA. Features include:

- Promoting a strong national defense. MOAA will continue to advocate for a strong, top-quality career force with compensation and benefits for military members, retirees, veterans, and their families and survivors that is commensurate with the extraordinary demands and sacrifices imposed upon them.
- Basic members will receive tailored communications about the legislative issues that impact them and their families.
- Basic members will have access to limited product, transition, and financial information services. MOAA will offer Basic members additional value to move them to Premium memberships.
- Includes information on the importance of chapter membership and how to locate the nearest chapter.
- Anyone can join as a Basic member, but members over age 35 are limited to three years. Basic members either lapse to a Prospect or upgrade to a Premium or Life membership.

Premium Membership: As Basic members decide to remain in the career force or think about transition, our message to them will be to upgrade their membership to Premium. We will offer a better package of transition and other services to help these members navigate a significant decision point in their lives by:

- Providing life coaching with their second career search.
- Providing valuable advice on financial and insurance needs.
- Becoming their new unit of assignment in retirement. We wore their same uniforms and now work to protect what they've earned through a career of service and sacrifice.
- Building trust and confidence to set the stage for further advice on life's transitions.
- Building on the idea of chapter membership as part of their MOAA membership experience. Future enhancements include a special coupon towards chapter membership.
- Note: Premium members must choose a one-, two-, or three-year membership term. Starting January 2013, one year is \$37, two years is \$72, and three years is \$95. The only other Premium category is for Auxiliary members. One year is \$34, two years is \$65, and three years is \$85. Any age member can be a Premium member as long as their dues are paid. Lapsed Premium members downgrade to a Basic membership, which has age/time limitations.

Life Membership: Life members are the regular commissioned component of MOAA membership, which represents half of all MOAA members today. MOAA will capitalize on the activism of Life members by encouraging them to continue to serve in their communities by:

- Further connecting them to our council and chapter network by offering them opportunities to make a difference. Future enhancements include a special coupon towards chapter membership.
- Offering enhanced Life membership benefits and privileges with transferability to spouse.
- Note: Anyone can be a Life member at any time. You can access the Life rate schedule through MOAA's Member Service Center by calling (800) 234-6622. Life membership has a separate Dual Military Spouse rate schedule.