Michigan Council of Chapters, MOAA
2026 Communications Plan

Communications Committee – Promoting Unity, Advocacy, and Engagement Across Michigan's MOAA Chapters

Purpose

The Communications Committee supports Michigan MOAA chapters by fostering consistent messaging, sharing best practices, and amplifying MOAA National and Michigan-specific legislative priorities through newsletters, websites, social media, and email blasts.

This plan introduces quarterly common themes that align with the legislative calendar, national MOAA advocacy goals, and priorities of the Michigan Commanders Group.

This approach is designed to:

- Strengthen statewide identity as the Michigan Council of Chapters
- Drive member engagement and recruitment
- Generate grassroots support for key bills via MOAA's Legislative Action Center and Michigan Commanders Group calls-to-action
- Simplify content creation for editors and webmasters (template articles, graphics, and talking points provided quarterly)

Key Legislative Priorities to Promote in 2026

Newsletter editors and webmasters are encouraged to include a standing "Take Action Now" sidebar in every issue/website update.

MOAA's 2026 Priorities

- Currently Serving: Shutdown Fairness Act (S. 3168)
- Families & Survivors: Improve and Enhance the Work Opportunity Tax Credit Act (H.R. 6231/S, 3265)
- Veterans & Retirees: Governing Unaccredited Representatives Defrauding (GUARD) VA Benefits Act (H.R. 1732)
- Military Health System: Military Care Act (H.R. 6796)
- VA Health Care: Veteran Caregiver Reeducation, Reemployment, and Retirement Act (H.R. 2148/S.879)

Michigan Commanders Group Legislative Priorities

2026 Quarterly Themes & Recommended Content Calendar

Quarter	Meeting	Theme	Content
Q1	JAN 19	Suicide Prevention	• Veteran Suicide Reduction
Q2	APR 20	Advocacy in Action	• Photos & reports from Michigan members who attended AiA • "How to Schedule a Meeting with Your Congressman" guide
Q3	JUL 20		
Q4	OCT 19	Honoring Service Year-Round	• Veterans Day Activities • Holiday message from Council President

Implementation Tools & Support from the Committee

1. Quarterly Resource Pack (distributed 1-2 weeks before each quarter):

- 2–3 ready-to-use articles (Word format, with photos/graphics).
- Social-media graphics and suggested posts.
- Email blast templates.
- "Take Action" links (MOAA Legislative Action Center and Michigan Commanders Group alerts).
- Optional webinar (30–45 min) for editors/webmasters on the upcoming theme.

2. Shared Assets:

- MOAA-branded letterhead, logos, and banner graphics.
- Statewide events calendar (to cross-promote chapter meetings, golf outings, etc.).
- Centralized repository (Dropbox) for all materials.

3. Best Practices Sharing: Each quarterly meeting includes a "Editor/Webmaster Roundtable" to showcase successful content from the previous quarter.

4. Metrics for Success (reported at October 2026 meeting):

- Increase in clicks to MOAA Legislative Action Center from Michigan links.
- Growth in chapter newsletter open rates and website traffic.

5. Call to Action for Committee Members

- Confirm your preferred contact method and content-delivery timeline by December 31, 2025.
- Submit one legislative "success story" or personal advocacy experience by January 15, 2026, for inclusion in Q1 materials.

By speaking with one voice on common themes tied directly to MOAA National and Michigan Commanders Group priorities, we can make the Michigan Council of Chapters one of MOAA's strongest and most effective councils.

Never Stop Serving