



November 2019

Greetings Team!

As another Veterans Day passes, I would like to say "Thank You" for your service! We are continuously seeking ways to get more corporate sponsorships and add more value to our benefits package. I am talking with prospects nearly every day. I need support from you. When I talk to Sponsor prospects, the first question out of their mouths is normally "how many Members do you represent"? There are several Organizations over 100,000 strong in membership, not to mention the American Legion and VFW in the Millions! We are hovering around 40,000, well short of even the 100,000 mark.

When it comes to benefits, we stack up very well with other Organizations however not so much when it comes to numbers. In many cases sponsors go for the those with the higher number of members if everything else is pretty much the same. In addition, it's the same with Members of Congress, the numbers make a difference to them as well.

Those are two important reasons I always place so much emphasis on signing up new Members. Membership renewal is very important as well. I believe when we have active Chapters and members in our Local Communities it will go a long way in getting members to renew as well as in signing up new members.

Some Chapters do an awesome job with activities in their communities however they sign up very few new members. Other Chapters do well with signing up new members however not so much in their local communities. We also have those that stand out well in both these areas. The goal is to have more chapters excel in both areas.

In addition to Chapters and members I ask the Knights to assist by reaching out in your areas to mentor and support the Chapters if there is one in your area. If not, then assist in starting a new Chapter where there may not be one. A few of the Knights have sponsored new members, joined as Vanguard Life Members, mentored Chapter Leadership, etc. I want to thank those who are very active and ask you encourage others to do the same.

Let's all:

- **Continuously check our Association Website; www.ncoausa.org and Facebook page**
- **Keep a Membership Application with you**
- **When you receive the NCOADVOCATE, please read and share it with prospective members**
- **When a member joins the Chapter, get them involved in the Association as soon as possible**
- **Set-up Information and Recruiting drives in your areas**
- **Reward/Recognize Chapter members and Sponsors**
- **Share activities you are doing with the Headquarters so we can share via Website, Facebook etc.**
- **Sign up, Mentor and / or Sponsor at least 1 new member and challenge others to do the same**
- **Sponsor events such as Fun Runs, Service Members Recognition Programs, Charity events etc.**

Lastly, Save the Date!!! NCOA will host the 56th Annual Conference in San Antonio, Texas 14-17 July 2020. Stay tuned to our Website and Facebook for more details.

We need everyone to step forward and assist us in making our Association the "Military Service Organization of choice"!

"Strength In Unity"

Joseph Terry
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Executive Director
www.ncoausa.org