

## **Elevator Speeches to recruit!**

**5 second example** from the core values of the Charter to memorize – ***“Military people interested in and working to take care of military people.”***

**10 second example** - ***“An association of military officers that promote the interests, benefits and welfare of all service personnel - active, retired and former as well as their families and survivors! See [www.starspan.org](http://www.starspan.org)”***

**30 second example** – ***“MOAA is the Military Officers Association of America, a nonprofit, a-political military association that lobbies Congress and fights for the earned pay and benefits of all service personnel. The Department of Defense is often forced to limit and even eliminate benefits for reasons ranging from sequestration to force reduction. MOAA has about 400,000 members and is the most respected and influential veterans service organization that takes on this challenge. MOAA lobbies Congress with facts to right this wrong and protect earned benefits! MOAA is responsible for “wins” such as Tricare For Life, pay equality, the post 9-11 GI Bill, the repeal of COLA-1%, and numerous major medical benefits for all service personnel. See [www.starspan.org](http://www.starspan.org)”***

**One minute example** – The formal “About MOAA” paragraph inside the front cover of *Military Officer* magazine.