



THE MILITARY ORDER OF THE WORLD WARS®
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Best Practices (Samples)

Introduction.

- The MOWW Policy Manual states, “The intent of the Order is that each generation of Companions preserve and protect their chapters, and help their chapter thrive, so they can be a source of companionship and a platform for community service.”
- All Companions, regardless their position or tenure, have a role in that. The Policy Manual also states the good of the Order and its chapters is served when chapters are fully-functioning, vibrant, viable and sustainable for the good of the chapter and the Order, and Companions are personally fulfilled by their volunteer service and involvement in chapter activities.

Chapter Best Practices (Samples)

1. General: The best practices provided below are not an all-inclusive listing of best recruiting practices but are a representative sampling. They should stimulate the development of additional best practices. These best practices can be applied directly or modified to best suit local chapter conditions.
2. Sample best practices.
 - a. Reinforce continuity of operations.
 - 1) Know about your Order so as an informed Companion, you can be a source of crucial information and informed guidance and mentoring. Be familiar with and use the MOWW website (www.moww.org), especially the contents of “Companions Only,” including the MOWW Constitution, MOWW Bylaws, MOWW Strategic Plan, MOWW Policy Manual, and the MOWW National Directory.
 - 2) Know about the tools available to you to facilitate chapter success in every area. Be familiar with and use MOWW forms, e.g., the “Chapter Commanders Checklist” (MOWW Form 19), “Chapter Property Management” (Optional MOWW Fm 20), “Chapter Annual Financial Review Checklist” (Optional MOWW Fm 21), “Convention Delegate Appointment” (MOWW Fm 22), “Chapter Nominating Committee Member/Alternate” (MOWW Fm 23), “Chapter Activity Report (MOWW Fm 27), and “National Citation Nomination” MOWW Fm 17.
 - 3) Develop a continuity book for key positions, e.g., commander, adjutant, treasurer, outreach program leads, etc., and for key processes, e.g, processing new member applications and installing them once the membership credentials are received. Then, consider reviewing key processes during chapter staff meetings, e.g., membership application processing and the installation of new Companions. For example, doing the latter prevents losing the inertia and enthusiasm of a recruiting a new Companion and giving them a specific role to play in the chapter. This would include inducting the new member within “X” days of receiving the membership credentials.
 - 4) MOWW Form 1, “Membership Application.”
 - a) Ensure the form is filled out so it is clear and legible.

- b) For newly commissioned officers, provide the month and year of the commission to ensure that it is less than 1-year.
 - c) For National Guard officers, provide the state in which they served. If retired from the Guard, provide the proper service and status that they wish to use (i.e., the regular service extension or the Guard extension.)
 - d) For Hereditary members, review all documentation and lineage statements to ensure compliance with the MOWW Constitution, Bylaws, and Policy Manual, i.e., not greater than two degrees of consanguinity.
 - e) Please be sure that payment is included with the application. If payment is not via a check or money order, then include credit card information in the space provided on the application.
- b. Plan ahead and achieve what you plan to accomplish. Link authority with accountability.
- 1) Chapter Action Plan (CAP). CAPs need only be one page long and organized around the six Strategic Goals of the MOWW Strategic Plan (2020-2025). Share your CAP with your department and region commander, and ask them for feedback and suggestions before you implement
 - 2) Annual chapter schedule.
- c. Meet regularly. Chapters should meet at least every other month—either in-person or virtually. Meeting reinforces belonging to the chapter team and promotes greater involvement in chapter activities.
- d. Communicate regularly.
- 1) Chapters should communicate with their members at least every other month, ideally via a chapter newsletter, but absent a newsletter, by a chapter commander email that goes out to all chapter Companions. Doing so keeps all informed and let's them know about opportunities be involved and more.
 - 2) In addition, use a “recall roster” or a “pyramid alert roster,” such as was used while in military service and which is used by some chapters. In this case, develop a cadre of Companions who will contact all chapter Companions monthly to see how they are doing, to remind them of chapter meetings and other events, to see if they need a ride or some other assistance, and to just generally reinforce the value of being a chapter member and an MOWW Companion. This regular contact can help Companions avoid becoming late in their dues payments.
3. Regular Members: Ensure region members (veteran or hereditary) understand they must pay their annual dues promptly. Not doing so will cause their membership to lapse and if left unpaid, will avoidably ending their membership.
- a. Assign a staff member, usually the Adjutant, to the task of checking the MOWW website Membership database monthly. On your computer browser, www.moww.org will connect to the website. Click Companions Only. Sign in, username: moww; password: preamble1919. Home page appears. Click on “Leadership & Management,” then right side of page click on “Member Roster.” Open that data base to see the chapters listed in alphabetic order. Scroll to your chapter and any RM you have who had annual dues overdue are highlighted in RED.

- b. By whatever means works best for your chapter, call those RMs and remind them to renew their annual membership. Have them confirm with you when they have submitted their renewal.
4. Local Area Functions: Attend local functions that have veterans in attendance. Wear MOWW headgear, the MOWW neck ribbon and insignia, the MOWW membership pin and/or MOWW medals, or an appropriate veterans cap.
 - a. Meet other veterans, determine how long they served, ask them what rank they were when they left the service (this will tell you whether they are eligible for membership). If they are or were a commissioned or warrant officer veteran, they are eligible for MOWW membership. If they are not a commissioned or warrant officer veteran but their parents or grandparents were, then they are eligible as a Hereditary Member. Also ask if they participate in a veteran's organization and how they enjoy that organization. Be prepared to give a 30 second overview of MOWW and what it does. Then invite them to your chapter's meeting.
 - b. If they attend a chapter meeting or function: Introduce them with a 90 second BIO of their service and rank. Have available a Visitors Packet containing a chapter newsletter if you have one, a copy of a past Officer Review and a MOWW membership application. Show them how to fill out the application if they show interest. Explain the difference between a RM and a PM. Make sure your chapter has a meaningful program, one that will cause guests to want to return.
5. MOWW Business Cards: It is always good practice to carry MOWW business cards with you. When you meet other veterans or potential members, exchange contact information and follow up with a call or email inviting them to your next meeting.
6. Information and Publicity.
 - a. Have your Adjutant or an appointed chapter Companion to be a liaison with local media, e.g., newspapers, radio, television. Using the online MOWW News Release Guide (Parts I and II) on the MOWW website, develop news releases with digital photos of chapter activities, e.g., awards presentations, chapter accomplishments and achievements. News releases should be developed to highlight every chapter activity. For more information, go to the MOWW website (www.moww.org), "Companions Only," "Operations & Programs."
 - b. Invite newspaper reporters to special chapter events, Christmas dinner/parties, Companion induction ceremonies or other events of local interest, such as Phoenician Award presentations, YLCs, YLCs and MOCs.
7. Recruiting Focused Social Functions:
 - a. Consider hosting a casual wine and cheese party at a Companion's home. Invite your active members and ask them to bring at least one potential candidate for membership. Also, invite some YLC students and a counselor with their parents to the function. Have them be the program and let each student and the counselor tell all what attending the YLC meant to them as well as how much it made them a better person. They will hit a home run for you. Have applications available for the guests as well as MOWW marketing materials or chapter newsletters available as handouts.
 - b. Consider a casual picnic with the same invitees. Serve hot dogs, hamburgers, or BBQ. Again, allow the YLC students and parents to provide the program and tell their stories. Have the materials outlined above available for guests.

- c. Consider having a monthly meeting in the evening (if it is during the school year) so the YLC students will be able to attend without missing school with the same agenda as in the two examples above. You will be surprised the results you will get from these young people in telling about their YLC experiences.