



NGEDA

National Guard Executive Directors Association

Improving Membership

LTC Tom Mills

NGAWV - Executive Director



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Agenda:

State Association Officer Involvement

Leverage Warrant officers

Complementary Memberships

Sponsorships



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State Association Officer Involvement:

Assign unpaid members to board officers

- Ex. 1000 unpaid / 15 members on board 67 calls each.
 - Larger states – reach out for volunteers to assist
- Hold each board member accountable.
- Incentivize production. ie: gift cards, etc.

Encourage telethons

- Member hosts event at their house
- Members get together for a few hours after work
- Builds Comradery



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Leverage Warrant Officers:

Can make up a large % of force

- States with large aviation units

Often difficult to reach

- Competing interests
 - United States Army Warrant Officers Association
 - Army Aviation Association of America

Reach out with education / involvement.

- NGAUS priorities and accomplishments
- Send to OPDs
- Pay travel to National Conference for W.O. delegate
- Consider adding W.O. as voting members



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Complementary Memberships:

Newly commissioned officers

- Rapport Army & Air personnel sections
- Warrant Officers & 2LTs

Newly assigned officers

- Chaplains, Physicians, Active Duty accessions
- Air: C-130 unit and C-17 unit
 - Large portion are AD accessions



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Lifetime Memberships:

Discounted Memberships

- \$1000 upfront charges (before rebate)
- \$750 cost to your organization

Payment Plans

- Organization pays up front



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Summary:

State Association Officer Involvement

Leverage Warrant officers

Complementary Memberships



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Questions / Discussion