

Merging recruiting with technology



Digital recruiting efforts made more important by COVID-19 outbreak

As we get closer to completing another membership year of inspiring those in the veteran community to join our DAV family, I want to thank each of you for your work in helping grow our membership ranks so we can become even stronger advocates for veterans' issues on Capitol Hill.

In the wake of the ongoing COVID-19 outbreak across the globe, I thought now was the perfect time to stress our online and digital recruiting tools. These tools offer a smart and effective way to stay in the fight during such a crisis. As we all know, our mission is too important to the veterans and families we serve to not push forward. However, doing so smartly, without risking anyone's health in the process, is the goal.

To continue advancing our cause and promoting policies that ensure veterans and their families can live with respect and dignity, DAV and its members must evolve with the times and use every available resource at our disposal.

We work hard each day to find new and innovative ways to help our recruiters in the field. Today, DAV continues to evolve on

social media, and DAV members are leveraging technology to continue to play vital roles as spokespeople for the unique requirements of veterans and their loved ones. One way DAV has evolved is the online membership application. Since nearly everyone has a smartphone, nearly everyone has a membership application within arm's reach.

This technology provides us with the mobility and flexibility to introduce anyone at any time to DAV and the value of being a member.

One of our more recent recruitment initiatives—and one we're excited to continue—is the Recruit a Warrior program. It is designed to help our members reach as many veterans as possible.

To participate, all you have to do is follow these two simple steps:

1. Enter your email address at dav.org/warrior to receive your personalized referral link.
2. Share your referral link with fellow warriors. This link is unique to you and will automatically track how many new members you've recruited.

We understand the challenges veterans face, and that is why, when speaking with a potential member, we must illustrate the whole picture of DAV's mission and services. From securing earned benefits and providing transportation to operating an employment program and supporting volunteer initiatives, DAV helps veterans and gives us the opportunity to serve in meaningful ways.

We can work smarter and not harder if we, as an organization, develop good habits and utilize the tools available to us.