DAV Communications
2013/2014

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED
Introducing the New DAV Brand 2013
Communicating the New Brand
New TV PSA: “Whatever it Takes”
Public Outreach Campaign

- Minneapolis-St. Paul
- Nashville
- San Diego
- Washington D.C.
- Oklahoma City
- Tampa/St. Pete
National Digital Advertising

They looked out for you.
We look out for them.

Because no veteran should have to go it alone.
DAV is here to help.

They looked out for you.
We look out for them.

DAV helps veterans of all eras get the benefits they deserve.
Community of Heroes Events
Proactive Media Support
Increased Awareness in 2013

- PSAs ran 5,068 on 234 stations in 134 markets
- Public outreach campaign: 430+ million impressions
- National online advertising: 227+ million impressions
- Facebook likes grew 61% to 258,758
- YouTube views: 77,000+
- Pandora Internet Radio: 20+ million impressions
- Media coverage: 674+ million impressions
2014 National Public Awareness Campaign

Campaign Objectives

- Continue to increase awareness
- Position DAV as a leader in the VSO space
- Engage and inspire new audiences
- Gain greater recognition
- Support advocacy, fundraising and membership development efforts
Nation’s Collective Responsibility

Veterans and their families should get what they were promised, and DAV is the best organization to help.
2014 Integrated Campaign Approach
Target Audiences

Primary Target Audience
Target Audiences

Secondary Target Audience
Dear PSA Director:

Our nation promised benefits and support to our 22 million veterans. Help DAV fight for all service men and women so they get what they deserve.

DAV is one of America’s largest and most effective veterans service organizations. We have more than 1,300 chapters serving 1.2 million members nationwide, and we're helping veterans in your community.

DAV offers free services to veterans and their families to get them the benefits they earned. We help veterans overcome barriers to their physical and emotional health and their financial well-being. We educate the public about veterans' sacrifices and needs.

Every year DAV helps hundreds of thousands of veterans from all generations, and at no charge. But with greater awareness we could be even more effective and assist even more of them.

Here's how you could help: By placing our PSAs you can help increase public understanding of veterans' needs and how DAV is helping to support the men and women who served all of us.

Please keep in advance for our PSAs, and for helping us spread the word by a grateful country to its truest, most deserving heroes.

Bob Burgess
DAV Adjutant
PSA Program

Print

VETERANS FOUGHT FOR OUR WAY OF LIFE. IT'S OUR DUTY TO FIGHT FOR THEIRS.

America's 22 million veterans should get what they were promised. DAV helps veterans of all ages and their families get the health, disability, and financial benefits they earned. And we connect them to vital services like claims assistance, medical transportation and job resources. If you're a veteran who needs help, or you'd like to help us keep the promise, visit DAV.org.
Print

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Out of Home

HELP US KEEP THE PROMISE TO AMERICA'S VETERANS

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DAV

DAV.ORG

HELP US KEEP THE PROMISE TO AMERICA'S VETERANS

DAV helps veterans of all ages and their families get the health, disability and financial benefits they earned. To lend support or get free help, visit DAV.org.
Proactive Media Relations

Fulfilling Our Promises
To the Men and Women Who Served

Hope to It
Nation's Heroes Moving Forward After Injuries

DAV

Military.com

The Wall Street Journal

The 28th National Disabled Veterans
Winter Sports Clinic

March 30–April 4 | Snowmass Village, Colorado

About the Clinic
The National Disabled Veterans Winter Sports Clinic is a world leader in adaptive winter sports instruction for U.S. military veterans and active duty servicemen and women with disabilities. Set in stunning Snowmass, Colorado, the clinic celebrates its 28th year. Bringing nearly 400 veterans with traumatic brain injuries, spinal cord injuries, orthopedic amputations, vision impairments, certain neurological conditions, and other injuries to the mountains Participating veterans, seriously wounded, and others who have

WorldNetDaily

Reuters

Marketplace

The Atlanta Business Chronicle

The Business Times

The Dallas Business Journal

FOX NE

KCTV 5 NEWS KANSAS CITY

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Social Media Engagement

And I'm proud to be an American, where at least I know I'm free. And I won't forget the men who died, who gave that right to me.

LEE GREENWOOD

LAMB OF THE FREE

BORN IN THE BATTLE
Veterans Day

Photo from shoot
Share of Heart, Share of Voice
Thank You

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED