



DAV EMPOWERS VETERANS

RESPECT

ADVOCACY

HONOR

SUPPORT

COMMITMENT

National Convention

Membership Seminar

Reno, Nevada

July 30, 2018✦

Doug Wells
National Membership Director
dwells@dav.org
(859) 442-2060



March Membership Madness

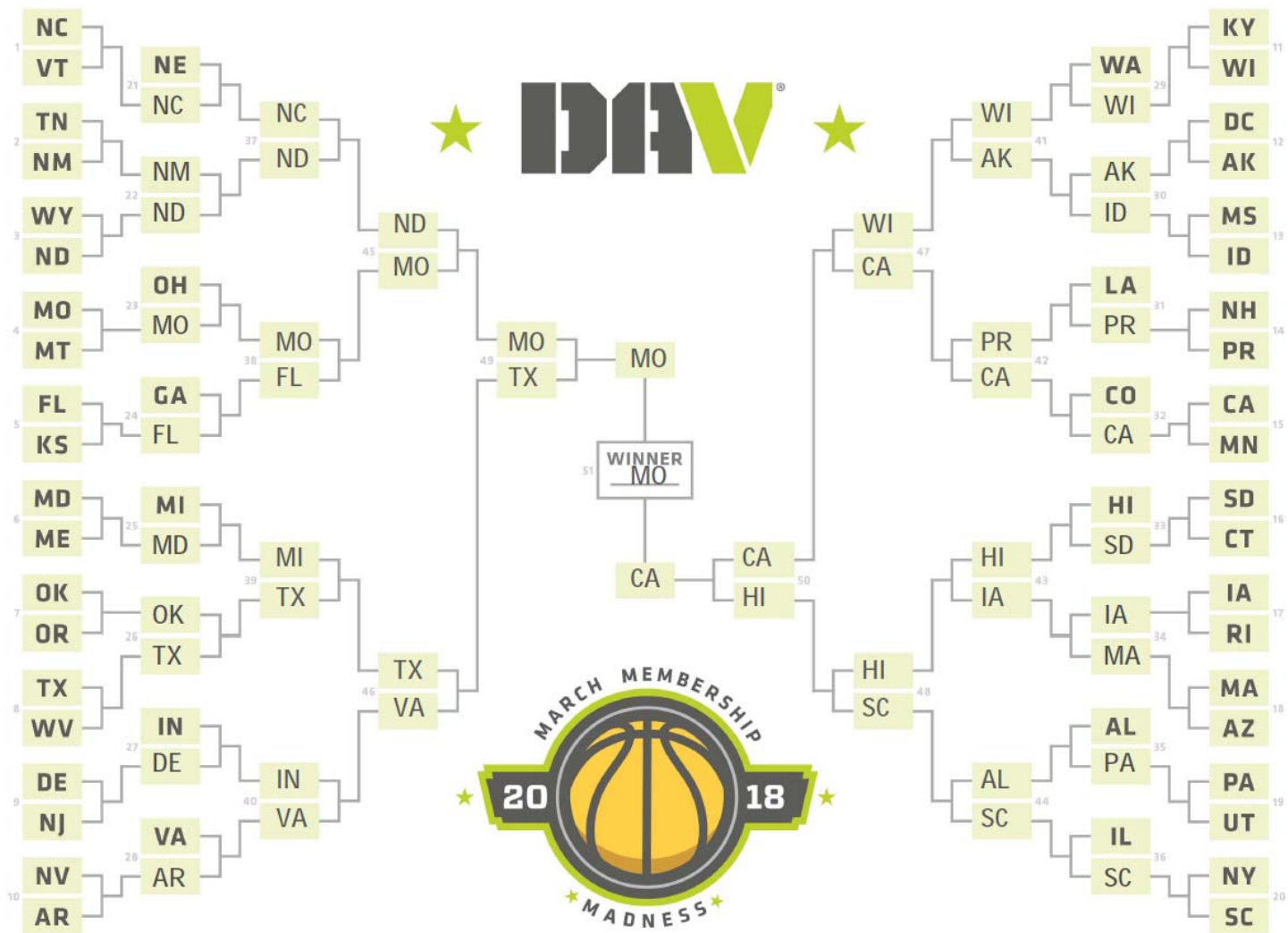


MARCH MEMBERSHIP
MADNESS



- Department Champion
- Department MVP
- Top Individual Recruiter
- Runner-up
- The winning Departments will also receive \$250 Gift Cards from Office Depot!
- Organic Recruiting
- Higher Conversion Rate
- Any Online Recruiting Platform Can Be Used

March Membership Madness



Membership File Integrity

- 37K Purged at YE 2017 (No Valid Contact Info)
- 188K Current Trial Members
- 183K Will Move to Member Prospect File
- 80K “Part-Life” - No Payments
- Trial Member Spreadsheets to Departments
- New Trials Members
- Transition Service Officers
- DAV All Veterans Career Fairs



New Membership Goal Formula

- January 4, 2018 Memo
- Zip Code Spreadsheets
- Designate Every Zip Code
- March 1, 2018 Deadline
- Emphasis on New Members – Part or Full
- Sharing of Member Prospect File



New Membership Goal Formula

- Membership Prospect “Hot List”
- Previous Year’s Recruiting Effort
- New PL *and* FL Comparisons
- Membership System Limitations
- New CRM Geocoding
- Prospect File Requests
- Chapters must Request from NHQ
- Evolving Process



New Membership Application

<div style="text-align: center; background-color: #cccccc; padding: 5px; margin-bottom: 10px;">Receipt</div> <p>Date _____</p> <p>Paid by _____</p> <p>Amount Paid \$ _____</p> <p><input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Money Order <input type="checkbox"/> Credit Card <input type="checkbox"/> \$10 monthly payment (credit card only)</p> <p>Payment Type <input type="checkbox"/> New Full-Paid Life <input type="checkbox"/> New (\$40) <input type="checkbox"/> Payment</p> <p>Rec'd by _____ <small style="margin-left: 100px;">signature</small></p> <p><small>The full cost for DAV Life Membership is based on the applicant's age at the time of application. Life membership payments are non-refundable and are not tax deductible.</small></p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; border-bottom: 1px solid black;">Age</th> <th style="text-align: left; border-bottom: 1px solid black;">Life Amount</th> </tr> </thead> <tbody> <tr> <td>40 or Younger</td> <td>\$250</td> </tr> <tr> <td>41 thru 60</td> <td>\$230</td> </tr> <tr> <td>61 thru 70</td> <td>\$180</td> </tr> <tr> <td>71 thru 79</td> <td>\$140</td> </tr> <tr> <td>Over 80</td> <td>FREE</td> </tr> </tbody> </table> <div style="margin-top: 10px;"> </div>	Age	Life Amount	40 or Younger	\$250	41 thru 60	\$230	61 thru 70	\$180	71 thru 79	\$140	Over 80	FREE	<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="width: 30%;"> </div> <div style="width: 40%; font-size: 0.8em;"> <p>Life Membership requires a minimum down payment of \$40. The remaining balance is paid in interest-free quarterly payments. All dues payments received are applied to your life membership account. Apply online for as little as \$10 with a recurring monthly payment at dav.org/membership/join-dav.</p> </div> <div style="width: 25%; text-align: right;"> <p>Membership Application</p> <p>Date _____</p> </div> </div> <p>Last Name _____ First Name _____ M.I. _____ Spouse's Name _____</p> <p>Address _____ Member Code No. _____</p> <p>City/Town _____ State _____ ZIP _____ Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female</p> <p>Date of Birth _____ / _____ / _____ Date Enlisted _____ / _____ / _____ Branch _____ Date Discharged _____ / _____ / _____</p> <p>Rank _____ Service-Connected Disability _____ % Receiving <input type="checkbox"/> VA Comp. <input type="checkbox"/> VA Pension <input type="checkbox"/> Service Retirement</p> <p>Eligibilities: <input type="checkbox"/> Amputee <input type="checkbox"/> Visually Impaired <input type="checkbox"/> Hearing Impaired <input type="checkbox"/> POW <input type="checkbox"/> Purple Heart <input type="checkbox"/> Other</p> <p>Chapter Preference _____ Department Preference _____ Sponsor's Code No. _____</p> <p>Sponsor's Name _____ Sponsor's Phone No. (____) _____ Sponsor's ZIP _____</p> <p>Applicant's Phone No. (____) _____ Email _____</p> <p>Applicant's Signature _____ Amt. Paid \$ _____ <input type="checkbox"/> New <input type="checkbox"/> Payment</p> <p>Payment Type: <input type="checkbox"/> Check # _____ <input type="checkbox"/> Cash <input type="checkbox"/> MD <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> Discover <input type="checkbox"/> AmEx Name on Card _____ <input type="checkbox"/> \$10 monthly payment (credit card only)</p> <p>Credit Card No. _____ - _____ - _____ Exp. Date _____</p> <p>Billing Address _____</p> <p style="font-size: 0.7em; margin-top: 10px;"><i>Mail application and payment to:</i> National Headquarters, P.O. Box 145550, Cincinnati, OH 45250-5550 Toll Free 888-236-8313</p>
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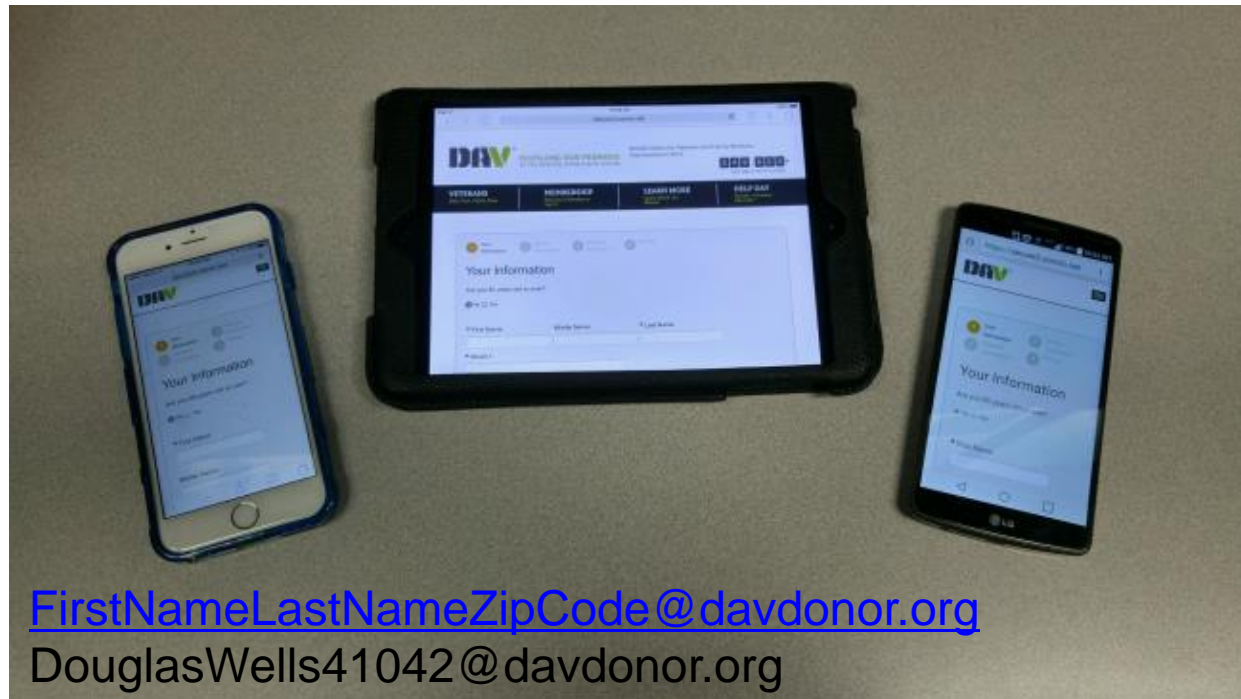
- \$10 Monthly Payment
- Credit Card is Required
- National Judge Advocate Approval
- Form Pending Final Approval



Accessing the Online Application

You can access the DAV online membership application on any personal computer, smartphone, or tablet. If you have a device with internet access, you always have a DAV membership application!

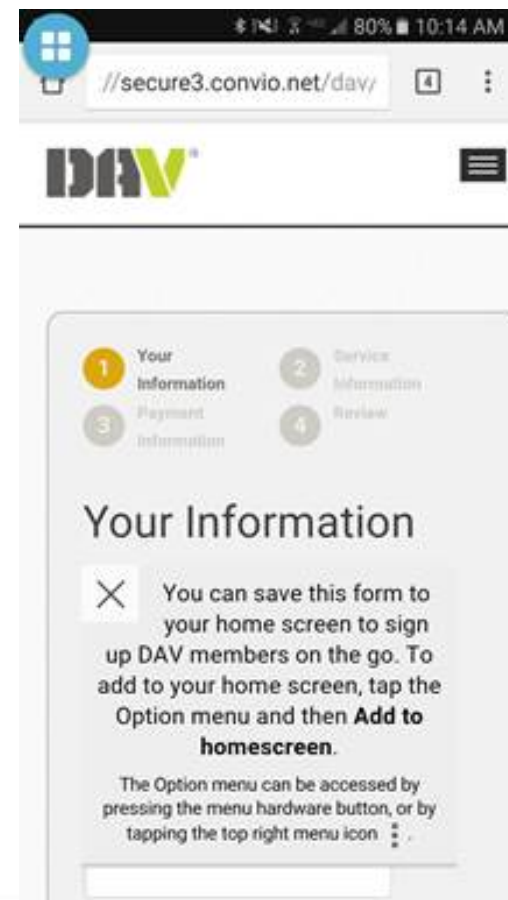
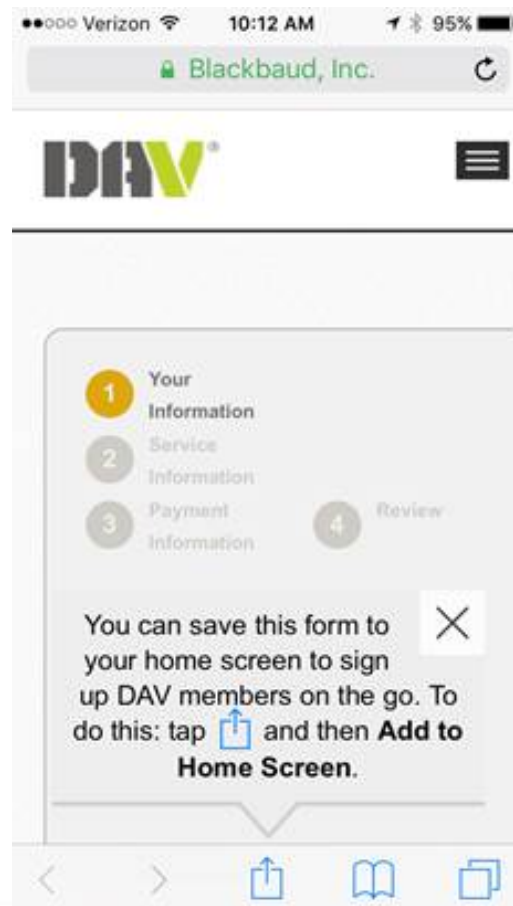
Access the Webinar in the Members Only Section.



FirstNameLastNameZipCode@davdonor.org
DouglasWells41042@davdonor.org

Mobile Device Application

dav.org/memberapp



Fall In! with DAV Membership



Disabled American Veterans

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Dear Rebecca,

My name is Dr. Lisa Kirk Brown, and I'm proud to say I served as a medical officer in the USAF, USAF Reserves, and Air National Guard (ANG) during my military career, which spanned three decades.

[I'm also proud to be a DAV member.](#) After all, when I needed them most, they were there for me.

In 1999, I was diagnosed with Multiple Sclerosis (MS). Then, in 2013, I discovered the medication I was taking caused me to get Lupus. *I was devastated ... and afraid.*

Although I retired from the ANG, I hadn't applied for my VA benefits until a DAV Service Officer (a VA benefits expert) explained to me that I qualified for them. As a career military member and a retiree, I felt stupid that I didn't know more about veterans' benefits. My service officer, who was so kind, he explained to me that many servicemen and women are unaware of the benefits they've earned. And not just veterans who are injured in combat — those with chronic illnesses like me, too.



Once DAV was involved, it was as if I had an army behind me to keep things moving. Now, I'm a lifetime member of DAV and part of the DAV "army," volunteering and advocating for all



Member Advantages Partners

- Members enjoy discounts and special offers from our growing family of partners.
- In return for our members using their services each of these partners give back a portion to DAV.
- Visit www.dav.org/membership/member-advantages to learn more about the offers and stay updated on new partners



Questions and Answers





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