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TO: Department Commanders and Adjutants

FROM: J. Marc Burgess, National Adjutant

DATE: March 11, 2022

SUBJECT: Department Convention Publicity Kit and Welcome Letter

As your department convention draws near, we want to help ensure you have the tools you need to execute a successful event.

Attached, please find the DAV Publicity Kit for 2022 department conventions. This resource will help you to engage media, inform the public and get the word out about your department's convention. As planning for this event gets underway, the kit can be a valuable source in amplifying your efforts and generating interest from local reporters as well as potential new members and volunteers.

In addition, we are providing a video message and a welcome letter from National Commander Andrew Marshall and me that you can share with attendees if you so choose. The video greeting can be found and played [here](#), as a welcome to your attendees. If you prefer, a downloadable version is available that can be played without the need for internet access. Please email DAV Production Manager Doreen Briones at dbriones@dav.org, and she will be happy to provide you the link to download the video file.

We are extremely grateful for all the hard work our chapters and departments put in this past year and want to ensure our members know we appreciate their ongoing commitment to veterans and the organization.

If you have any further questions regarding the publicity kit or any outreach efforts, feel free to contact DAV Production Manager Doreen Briones.

With sincere gratitude for your service,

A handwritten signature in black ink that reads 'J. Marc Burgess'. The signature is fluid and cursive, with a long horizontal stroke at the end.

J. Marc Burgess
National Adjutant