



DAV[®]
KEEPING OUR PROMISE TO
AMERICA'S VETERANS

Mid Winter 2022

At a glance...

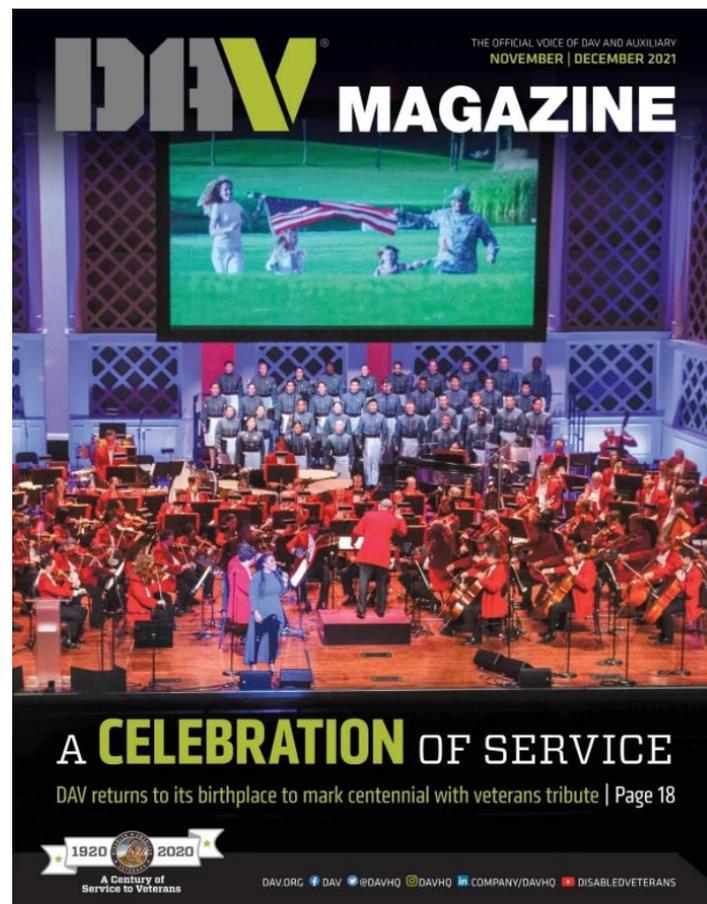
12-15 writers, editors, photographer, designers and artists

All external and most internal communications

Branding, public perception

Support all departments and member leaders

DAV Magazine





MAKING SPACE FOR ALL

How disabled veterans are helping make the future of interstellar travel more inclusive | Page 18



A Future for People With Disabilities in Outer Space Takes Flight

People with different types of disabilities tested their skills and technologies on a zero-gravity research flight with the goal of proving that they can safely go to space.



Centra Mazyck, who is an incomplete paraplegic, aboard AstroAccess Flight One, a parabolic flight that carried 12 people with physical disabilities to see how they would fare in a zero-gravity environment. Al Powers/AstroAccess/Zero G Corporation

Special Offer. Subscribe and enjoy unlimited articles with Basic Digital Access.

VIEW OFFER >

We Submissions

CHAPTER & DEPARTMENT



Vaccination clinic...
 DAV Chapter 114, in Helotes, Texas, hosted a pop-up COVID-19 vaccination clinic just outside San Antonio on Aug. 14. The city's public health district, Metro Health, coordinated the effort to ensure everyone who wanted to receive a COVID-19 vaccine had access to do so. The clinic administered the Pfizer and Johnson & Johnson vaccines.



Caring for the community...
 Patty Davis (left), adjutant and treasurer of DAV Auxiliary Unit 19 in Milwaukee, Wisconsin, serves as the Auxiliary representative at Clement J. Zablocki VA Medical Center. Last November, Unit 19 joined with the Marine Corps League's North Shore Marine Detachment 1289 of Cedarburg, Wisconsin, to collect and pass out 120 care packages to residents of the medical center's community living center. The packages contained toiletries, art supplies, blankets, sweatshirts and sweatpants donated by local company Master Printwear.



Award of excellence...
 National Service Officer Don Inns (right) presents the 2021 DAV Department of Indiana's Award of Excellence to Lois J. Wagoner at the Department of Indiana convention. Wagoner's career in federal government service spans more than 60 years.

We ❤️ Submissions...but...



We ❤️ Submissions...but...



We ❤️ Submissions



Blankets of love...

Volunteer youth group Girls in Action, from Lamar Baptist Church in Wichita Falls, Texas, donated blankets for veterans using wheelchairs at the Oklahoma City VA Health Care System. Pictured, from left: volunteers Stacie Martin and Anna Powell, Commander Joel Jimenez of Chapter 41 of Wichita Falls, and Denise Boyd, Lamar Baptist Church Sunday School teacher.

DAV.org



Find An Office [Member Login >](#)

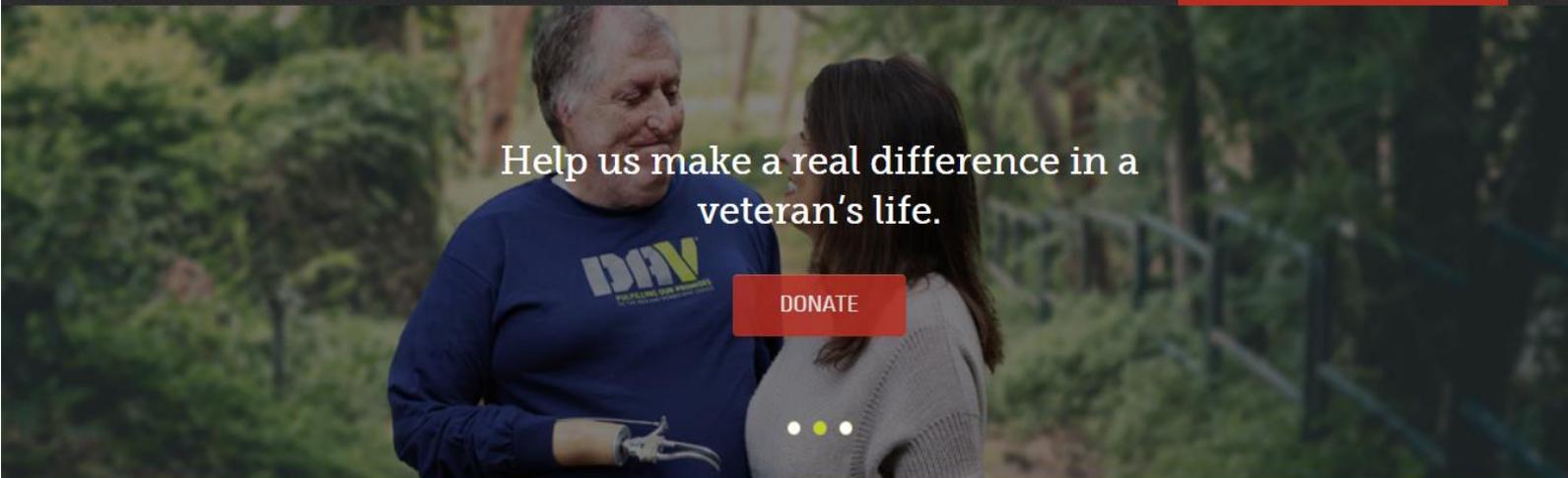
VETERANS
Need Claims Help?

MEMBERSHIP
Join, Log In, Shop

LEARN MORE
Learn About Our Mission

HELP DAV
Support, Volunteer, Advocate

DONATE NOW



Help us make a real difference in a veteran's life.

[DONATE](#)

DAV IMPACT

With your donations, DAV helped over a million veterans and their families in 2018. [Learn more about our impact.](#)

\$20 Billion +

in claimant benefits received

625,000 +

rides to medical appointments

212,640

claims represented in 2018

1 Million +

veterans helped each year

Member's Only

[Home](#) > [Membership](#) > [Members](#)

The page you are trying to access requires you to log in as a DAV/DAVA Member.

DAV is excited to announce we are very close to the "go-live" of one of the most significant and beneficial infrastructure upgrades in our organization's history, our new Customer Relations Management (CRM) platform. In addition to other DAV tools, CRM will replace the Membership System, so it has now been permanently shut down. In the meantime, all of the service and support you would normally find in the Membership System can still be obtained by reaching out to the Membership Department at membershippublic@dav.org or by calling 1-888-236-8313. We'll be sure to update you as soon as possible.

DAV/DAVA Members: Log in by entering your Membership Number below. Please enter your membership code number located on your official DAV membership card as shown in the image.

If you are not currently a member of Disabled American Veterans, please preview the [Member Advantages](#).



[Login Troubleshooting](#)

The vast majority of resources DAV leaders need to execute our mission are located in the members-only section of DAV.org

Home > Membership > Members

 <p>Member Advantages Learn about exclusive deals and opportunities for DAV and Auxiliary members.</p>	 <p>Quick Links Quickly find frequently used forms and documents for: chapter resources, volunteering, department reports and information for distributing to various stakeholders.</p>
 <p>Member Leaders Resources for DAV officers and interested members.</p>	 <p>Publicity Tools and resources to help you spread the word.</p>
 <p>Service Officer Service officer guide and contact brief for benefits advocates.</p>	 <p>Voluntary Services Information to help prospective and current volunteers and coordinators.</p>
 <p>Legislation Tools, resources and reports for benefits protection team leaders and others.</p>	 <p>Fundraising Info on vehicle donations, Drive 4 UR Community events and others.</p>
 <p>Employment Links and resources related to DAV employment efforts.</p>	 <p>Toolkits/Guides Guides and resources produced for DAV member leaders.</p>
 <p>Webinars Videos covering topics of interest to members.</p>	 <p>Videos Digital content produced for DAV members and the public.</p>
 <p>DAVStore.org Get the gear and supplies you need to show your support of DAV's mission.</p>	 <p>All (Alpha order) An alphabetical listing of all the members only resources.</p>

Social Media



"Your relentless political Facebook posts finally turned me around to your way of thinking."

Said nobody, ever.



someecards
user card



Christopher H. Wisdom recommends DAV.

March 12, 2018 · 🌐



Mr. Tyler listened carefully to my questions about disabilities and the filing process. He promptly and courteously answered every question I asked, took the paperwork I had filled out and scanned it into the system immediately. He let me know about how long it would take to process, and roughly when I might hear back from the VA.

He and Mr. Kerouac have been models of compassionate professionalism in their advice and assistance to me. Their exemplary service are the two bi... See more



Like



Comment



Share



Write a comment...



Michael Allen Stephens recommends DAV.

January 22, 2018 · 🌐



Incredible organization-- they are super organized, top notch marketing plans and had an A+ experience with them at Carolina Country Music Fest- Their impact on VETS is outstanding. USA!!!!



Like



Comment



Share



Write a comment...



Matt West recommends DAV.

April 6, 2018 · 🌐



The D.A.V. is a wonderful organization which has helped thousands of veterans and their families.



Like



Comment



Share

Earned Media

NEWS > OUR COMMUNITY > HOMEFRONT



Tri-State nonprofit acquires entrepreneurship boot camp for military members, families

DAV, Patriot Boot Camp join forces



Photo by: WCPO

Disabled American Veterans (DAV) is headquartered in Northern Kentucky.



- Critical to DAV success
- Builds trust
- Brand recognition
- Shows both need and response

Subsc

DAV provides checks, care packages to veterans affected by tornadoes

December 15, 2021 by Maxwell Trink

Share This Story



BOWLING GREEN, Ky. – Throughout the rest of the week, Disabled American Veterans will be at the Veterans Alliance Center on Bypass 31-W.

The DAV has care packages and as well as checks to veterans who were affected by the tornadoes. There are \$500 checks for food and clothing, in addition to \$1,000 checks for housing needs.



DAV National Supervisor Gerry Propst, who is stationed in Louisville, feels it's important to help veterans, like himself, who have been affected by natural disasters.

"It means the world to me because not only the DAV but for me as a disabled veteran as well, my whole life has been dedicated to helping other veterans," Propst said. "So, when I get to get out from behind the desk and come out here and do it hands-on and change someone's life immediately, I



BOWLING GREEN WEATHER **61°F**
Clear sky

Wed	Thu	Fri
61°F 39°F	50°F 36°F	57°F 37°F

Broadcasting Live from the German American Bank Studio

Public Service Announcements



PSA Campaign

Total impressions:

8,620,651,163

Total donated media value:

\$99,819,097





LOOSE TALK! WHAT THE STARS SAID THIS WEEK

"There is very little the guy can't do, and it's irritating."
Joking about working with George Clooney on The Tender Bar
 BEN AFFLECK

"They're like, 'Say something like her,' [and] I'm like, 'I am, I'm talking.'"
On convincing children that she lends her voice to animated characters
 SCARLETT JOHANSSON

"We can make our own eggs or pour a bowl of cereal."
On working out a deal to give the White House kitchen staff a break from preparing him and wife Jill Biden breakfast
 PRESIDENT JOE BIDEN

"To this day, I still do not know what came over me."
Explaining why he opted to sing "Livin' on a Prayer" with Taylor Swift and Jon Bon Jovi at a 2013 charity event
 PRINCE WILLIAM

"The level of intensity of it was a shock."
On the negative reactions to her and her costar's appearances in And Just Like That
 KRISTIN DAVIS

I AM A VETERAN AND THIS IS MY VICTORY.

"My victory is facing my PTSD so I can be here for my children." After returning from service in Iraq, Naomi could still hear the booms and see the tracer fire. With the right support from DAV, she began to heal. DAV helps veterans of every generation get the benefits they've earned—helping more than one million veterans each year. Support more victories for veterans. Go to DAV.org.

Naomi Mathis

DAV
 KEEPING OUR PROMISE TO AMERICA'S VETERANS

JANUARY 3, 2022

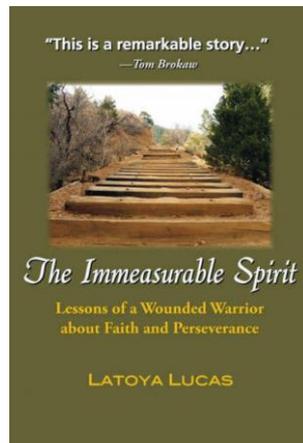
New PSA Creative



Michael Naranjo



Latoya Lucas



Jason Hassinger



Local PSA Pitching

- Local chapters can help generate awareness for DAV by pitching TV, radio and out of home PSAs to local media outlets
- To recognize local efforts, chapters can share photos/videos of pitch meetings with DAV HQ for DAV's social channels
 - Consider a photo with the station manager in front of the station sign
- DAV will tag the local chapter (or member) and the station's social handles for recognition
- When all else fails, Zoom



PSA Toolkit

- DAV chapter and department involvement are critical in engaging local stations
- PSA toolkit in development, including:
 - Information about the PSA campaign
 - How to access materials
 - Best practices for conducting station outreach and follow up
 - Campaign messaging and sample pitches



Give a Minute to Support Victories for Veterans

America's veterans are on their most important tour—the tour of their lives.

DAV (Disabled American Veterans), a leading nonprofit, is helping more than 1 million veterans in life-changing ways each year. The PSAs below present real veterans who've overcome challenges and found victory for themselves and their families. With greater public awareness, these positive stories can inspire greater support for our veterans.

Thank you in advance for sharing these stories of victory. And thank you for supporting America's most deserving heroes. For more information about DAV, visit DAV.org.

TELEVISION
(ENGLISH | ESPAÑOL)
RADIO
OUTDOOR
PRINT

Click on the arrow to download your PSAs from DAV.
For other file formats, please contact psa@dav.org.

2020 Release

Victories-Alex :60



Web

- 📎 Victories-Alex :60 (H.264) 18 MB
- 📎 Victories-Alex :60 (YouTube) 119 MB

Broadcast

- 📎 Victories-Alex :60 (H264) 101 MB
- 📎 Victories-Alex :60 (MPG) 494 MB

Victories-Greg :60



Web

- 📎 Victories-Greg :60 (H.264) 18 MB
- 📎 Victories-Greg :60 (YouTube) 119 MB

Broadcast

- 📎 Victories-Greg :60 (H264) 105 MB
- 📎 Victories-Greg :60 (MPG) 494 MB

Victories-Naomi :60



Web

- 📎 Victories-Naomi :60 (H.264) 18 MB
- 📎 Victories-Naomi :60 (YouTube) 121 MB

Broadcast

- 📎 Victories-Naomi :60 (H264) 99 MB
- 📎 Victories-Naomi :60 (MPG) 494 MB

Victories-Adam :60



Web

- 📎 Victories-Adam :60 (H.264) 18 MB
- 📎 Victories-Adam :60 (YouTube) 121 MB

Broadcast

- 📎 Victories-Adam :60 (H264) 103 MB
- 📎 Victories-Adam :60 (MPG) 494 MB

Victories-Alex :30



Web

- 📎 Victories-Alex :30 (H.264) 8 MB
- 📎 Victories-Alex :30 (YouTube) 59 MB

Broadcast

- 📎 Victories-Alex :30 (H264) 53 MB
- 📎 Victories-Alex :30 (MPG) 274 MB

Victories-Greg :30



Web

- 📎 Victories-Greg :30 (H.264) 8 MB
- 📎 Victories-Greg :30 (YouTube) 60 MB

Broadcast

- 📎 Victories-Greg :30 (H264) 55 MB
- 📎 Victories-Greg :30 (MPG) 274 MB

Theater of War

COMMUNITY BUILDING ART WORKS
THEATER OF WAR PRODUCTIONS &
POETRY IN AMERICA PRESENT

The Wound Dresser

BY WALT WHITMAN



FEBRUARY 10, 2022, 7PM - 9PM EASTERN

UFC Activations



:15 vignette on broadcast



Fighter walkout sponsorships



Custom long-form video content and social promotion



COMMUNITY

3 HOURS

You and 1.1K others

23 Comments 46 Shares

UFC CELEBRATES DAV AND AMERICA'S VETERANS

UFC fighters spent the day with veterans from DAV (Disabled American Veterans) sharing stories and reflecting on how the fight never ends. Visit DAV.org to learn more.



Crowd Shot with DAV logo and VO on broadcast





Sinclair Cares

DAV and Sinclair Broadcast Group partnered on the “Sinclair Cares: Supporting All Veterans” campaign, which ran October 18 – November 12. The goal was to increase awareness of DAV and the important support services it provides to America’s veterans.

- Sinclair featured DAV across its 185 TV stations, Bally Sports and Marquee regional sports networks, Tennis Channel, and streaming platforms, with content including DAV PSAs, custom :30 promos, DAV’s “The Battle Never Ends” documentary and national and local news stories. Viewers were invited to volunteer or donate to DAV on a custom landing page Sinclair hosted.
- DAV featured Sinclair in partnership press releases, on its social media channels, in DAV Magazine and through custom landing pages.

The partnership resulted in an estimated:

- 906 story airings about DAV
- 11,383 minutes of promotional/PSA airtime with a donated media value of \$1,668,900



Note: The donated media value does not include the documentary or news story airings.

Results Overview

Highlights	
Promos & PSAs	
<i>Airings</i>	19,921
<i>Estimated donated media value</i>	\$1,668,900
DAV 100th Anniversary Documentary	
<i>Airings</i>	177
Earned Media: National & Local Stories	
<i>News story airings</i>	661
<i>Local interview airings</i>	245
Organic Social Media	
<i>Impressions</i>	35,282
<i>Engagements</i>	676
Partnership Landing Pages	
<i>Pageviews</i>	1,860
Volunteer Sign-Ups & Donations	
<i>Volunteer sign-ups</i>	89
<i>Donations</i>	\$3,860

Promos & PSAs

- Custom :30 promos, documentary promotions and PSAs ran across Sinclair's local and national TV stations, as well as regional sports networks.
- Promo and PSA airings resulted in \$1,668,900 in estimated donated media value.

Promo/PSA	Minutes
:30 campaign promo	7,605
Documentary promo	847
DAV PSA	2,932
TOTAL	11,383 Minutes



Promo/PSA	Airings
:30 campaign promo	13,309
Documentary promo	1,482
DAV PSA	5,130
TOTAL	19,921 Airings



Earned Media: National Stories

- Sinclair aired 661 positive news stories across national and local stations featuring 12 DAV-selected spokespeople.
- DAV spokespeople featured on National News stories, included:
 - Randy Reese & Shamala Capizzi, Ashleigh Byrnes and Danny Soto
- DAV spokespeople featured on the AM and PM editions of The National Desk show, included:
 - Dan Clare, Bobby Body, Carmen McGinnis, Dave Riley, Naomi Mathis, Oscar Olguin, Dennis Joyner and Ce-Ce Mazyck



Earned Media: Local Stories

Sinclair stations ran approximately 245 positive news stories focused on local DAV chapters.

- Local stories ran in 14 markets, including:
 - News 8 Tulsa, OK
 - Fox 45 Baltimore, MD
 - WEAR-TV Pensacola, FL
 - WLUK Green Bay, WI
 - Dayton 24/7 Now Dayton, OH
 - WJAC Johnstown, PA
 - KLEW Lewiston, ID
 - WRLH / Fox Richmond, VA
 - Fox 4 Beaumont, TX
 - KATU Portland, OR
 - KATV 7 Little Rock, AR
 - Fox 28 Cedar Rapids, IA
 - KUTV Salt Lake City, UT
 - Fox 11 Charleston, WV



DAV Organic Social Media

DAV Facebook	Impressions	Reach	Engagements
Partnership Launch, 10/21	11,900	11,694	121
Documentary Announcement, 10/29	14,257	13,834	177
Facebook Live with Ardis Gonzalez-Leon, 11/9	6,755	6,479	244
DAV Twitter	Impressions	Reach	Engagements
Partnership Launch, 10/21	1,463	N/A	59
Documentary Announcement, 10/29	888	N/A	26
DAV YouTube	Impressions	Reach	Views
Video Interview with Ardis Gonzalez-Leon, 11/9	907	N/A	49
Total	35,282	32,007	676





Fall 2022



Thank You!

Rlewis@DAV.org