



# SUPPORTING VICTORIES FOR VETERANS





# Department Admin Training

DAV National Headquarters

National Membership Department

October 23, 2024<sup>★</sup>

Doug Wells

National Membership Director

[dwells@dav.org](mailto:dwells@dav.org)

(859) 442-2060



KEEPING OUR PROMISE TO  
**AMERICA'S VETERANS**

---



# March Membership Madness



MARCH MEMBERSHIP  
MADNESS



- Department Champion
- Department MVP
- Top Individual Recruiter (25 new members)
- 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





# Recruit A Warrior

dav.org/warrior



Please enter your Membership Number to receive your personal recruit a warrior link:

Thank you for your dedication to our organization and for helping us grow our DAV community.



# Recruit A Warrior

dav.org/warrior



Select A Way To Share Your Recruit A Warrior Link:



Copy Link



Facebook



X



Please use this link  
for DAV business  
card QR codes.



Right Click On  
Image To Copy



# DAV Recruitment Resource

## DAV RECRUITMENT RESOURCE

Your ability to get your fellow veterans to join DAV takes continued familiarization with all facets of our mission and life-changing services. You can use these tools to help set you up for success.

### When time is short, start with a 30-second elevator speech:

#### Why should I join DAV?

DAV's lifetime of support for veterans of all generations, their families and their survivors serves you and your fellow veterans.

Every year, our no-cost services help you and your brothers- and sisters-in-arms access the benefits and health care you've earned. DAV connects fellow veterans with meaningful employment. DAV advocates for our rights on Capitol Hill. As the nation's most resourceful patriotic charity, we've focused on keeping the promise to American's veterans and taking care of each other for more than 100 years. Your membership helps DAV extend its mission of service and hope to those who truly need it.

When you have more time, dig deeper into the mission. Tell them to explore [dav.org](http://dav.org).

#### Who is eligible to join DAV?

You are eligible to join DAV if you were not dishonorably discharged and sustained an injury or illness while in the military (whether service-connected by the Department of Veterans Affairs or not) or you aggravated a previous injury and you served during a period of armed conflict or under conditions simulating war. Your service didn't have to be in direct combat. Find out more at [joindav.org](http://joindav.org).

#### What is the value of DAV membership?

Your membership helps provide no-cost programs and services such as claims assistance, rides to VA medical appointments, and outreach to homeless and at-risk veterans. Membership brings fellowship and a chance to continue your service by getting involved to assist others in your community. You also add your voice to a powerful chorus

of over 1 million veterans across the nation advocating for legislation that will affect you directly. Your membership is what you make it.

#### Why does DAV have membership dues?

We are stronger together. Membership in DAV empowers us through camaraderie and legislative action. While part of our dues helps produce *DAV Magazine* to keep you informed about important issues, a part of these funds are also redistributed to support vital programs and services in your community.

#### Member Advantages

Membership in DAV gives you access to special discounts and savings on national and regional brands and local businesses. Visit [dav.enjoymydeals.com](http://dav.enjoymydeals.com) to find the mobile app and latest Membership Advantages program deals.

#### Recruit A Warrior

Recruit A Warrior is a tool to help you instantly sign up new members wherever you encounter veterans. Go to [dav.org/warrior](http://dav.org/warrior) and enter your DAV membership number to generate your personalized recruitment link and QR code. Using this link will ensure you get credit for signing up the new member, and it will also enter you in exciting recruitment contests when active!

#### How do I find DAV near me?

Finding one of more than 1,200 local chapters across the country for assistance near you is as easy as typing in your ZIP code at [dav.org](http://dav.org).

#### How can I advocate for legislation on behalf of veterans?

DAV CAN (Commander's Action Network) provides regular updates on issues affecting veterans and calls to action to protect earned benefits. Find out how to get involved at [davcan.org](http://davcan.org).

#### What services does DAV offer?

**Benefits** – In a typical year, DAV helps veterans file hundreds of thousands of claims for VA benefits and stays with them through every step of the process. Disabling injuries are often part of military service and can affect veterans at any stage of life, so DAV is there with free support whenever they need it.

- Life-changing services
- Transition services
- Benefits advocates

**Legislation** – DAV fights on Capitol Hill for the rights of veterans, informing the public and lawmakers of the challenges veterans face and rallying Americans to join the cause. DAV advocates for all veterans and their families, caregivers and survivors, leading directly to much-needed benefits and support.

- Legislation
- Advocacy

**Employment** – DAV is one of the most prolific charities in the nation when it comes to helping veterans find their mission after service. DAV hosts job fairs online and across the country, connecting veterans with employers, tools, resources and opportunities.

- Job fairs

**Entrepreneurship** – For service members, veterans and spouses interested in starting their own businesses, DAV is there with a network of mentors, educational programming, and a robust community of experts and peers to help innovate and build impactful businesses.

- DAV Patriot Boot Camp

**Volunteerism** – DAV volunteers are often located on-site at VA medical centers, where they donate more than a million volunteer hours per year, visiting veterans and assisting families in need, and provide rides to and from medical appointments at no cost to the veteran.

- Volunteer locally
- DAV Transportation Network

**Adaptive Sports** – Co-presented with the Department of Veterans Affairs, the National Disabled Veterans Winter Sports Clinic and Golf Clinic support disabled veterans with spinal cord injuries, amputations, neurological disorders, blindness or low vision, and other profound injuries and medical concerns through challenging therapeutic outdoor experiences, rehabilitation and education. These experiences help veterans challenge their perceived limitations and pursue their maximum health potential.

- [dav.org/events](http://dav.org/events)

**Homelessness** – DAV connects homeless and at-risk veterans with care, benefits and employment opportunities.

- Homeless Veterans Initiative

**Disaster Relief** – When disasters strike, DAV and its team of benefits advocates are on the ground to help our nation's heroes. DAV provides relief through financial assistance as well as supply kits to veterans and their families so they can obtain basic necessities such as food, warm clothes and shelter.

- Disaster relief

**Inspirational stories** – DAV works to foster Victories for Veterans. Hear these veterans tell their stories.

- [dav.org/victories-for-veterans](http://dav.org/victories-for-veterans).

**Don't forget to use your passion for DAV in your conversations with prospective members. We're all veterans, and your energy and enthusiasm can make the difference when someone is deciding on joining.**

#### DAV in Your Community

Localizing DAV can go a long way in making membership more personal for prospective members. **Please share some thoughts or experiences about what makes DAV special at your chapter or in your community.** Does DAV have a strong presence in your state's legislature? Does your chapter support a local Homeless Veterans Stand Down? Does your chapter excel at assisting with veterans claims or participating in volunteer opportunities?



Membership Department  
P.O. Box 145550 | Cincinnati, OH 45250-5550  
Phone 888-236-8313 | Fax 859-442-2088  
[dav.org](http://dav.org)



# DAV Recruitment Points

- 1 to 3 Points per New Member Recruited
- Older Points Will Expire
- Annual 3-year Rolling Basis
- [davstore.org](http://davstore.org)







# Goals and Hot Lists

- New Part Life *and* Full Life Count Toward Goal
- Goals are based on Prospect “Hot List”
- Departments or Chapters must request from NHQ
- 1-888-236-8313
- [Membership@dav.org](mailto:Membership@dav.org)
- Updated Membership Application
- Life Membership Dues increased to \$325 on 1/1/24





# DAV Department and Chapter Websites

https://davwebsites.dav.org/SitePages/Home.aspx



[DAV Members Home](#)

[Departments and Chapters Websites](#)

[DAV.ORG](#)

[MYDAV.ORG](#)

[About Us](#)

[Help and Support](#)

[Recruitment Resources](#)

MemPortWeb

SHARE

## Welcome to DAV's Department and Chapter Websites



**Join our powerful community of veterans helping veterans**

[Locate your local Chapter](#)

[Become a Member](#)

[Member Resources](#)

Getting involved with your local chapter is one of the best ways to support veterans and their families. The service and comradery you'll share in at your local chapter will be invaluable, and your

We're stronger together, and we're an organization of veterans helping veterans. Your membership will not only support DAV's programs and services in your local community, but it

In addition to DAV's free programs, services and magazine, DAV members also have access to Member Advantages. Eat, play, shop and travel with thousands of discounts on national,



- Life Membership Fund stability
- Gives back to departments
- Supports DAV at the local level
- Exclusively for DAV full life members
- \$21 or more each month
  - Rehabilitation and counseling programs
  - Free rides to and from medical appointments
  - Veteran hospital and nursing home support
  - Career training and job placement
  - Benefits representation
  - Legislative advocacy





# Member Advantages

DAV.EnjoyMyDeals.com



Travel

Parks & Tickets

Eat

Play

Shop

Sign In

Sign Up

An Easy Way to Save Every Day

Search Deals

Norwood, 45244

Search

**Disneyland**  
Disneyland® Resort  
Members save up to \$35 on theme park tickets.

View Deals

Travel. Explore. Repeat.

Search Travel

Top Online Deals



Upside

Upside

Exclusive Offer:  
\$0.31/gal bonus o...



Ray-Ban

15% off at Ray-Ban.





# DAV Recruiter Rally

- Only one entry per recruiter who recruits at least one new *paid* member.
  - Auxiliary recruiters qualify for recruiting a new *DAV* member.
  - Any approved DAV recruitment application may be used (paper or digital).
  - Sponsorship information *must* be recorded on application to qualify.
  - More information can be found at [dav.org/rally](http://dav.org/rally).
-



# Questions?

