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**TO:** Department Commanders and Adjutants

**FROM:** Barry A. Jesinoski, National Adjutant

**DATE:** September 10, 2024

**SUBJECT:** 2024 Golden Corral Military Appreciation Night

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This memorandum provides information for all department commanders and adjutants regarding DAV's participation in Golden Corral's 2024 Military Appreciation Night. This year, it will be hosted on Veterans Day, Nov. 11, from 4 p.m. to close. Since the inaugural Military Appreciation Night in 2001, Golden Corral has donated over 6 million complimentary meals for veterans and generated over \$19.5 million in contributions to support DAV's mission.

#### **Important Dates**

- **Oct. 18:** Departments should have all chapter representatives assigned and submit a list via email to Victoria Short, DAV marketing outreach manager, at [vshort@dav.org](mailto:vshort@dav.org).
- **Oct. 28–Nov. 11:** Chapters are permitted to fundraise in Golden Corral restaurants and set up informational booths.
- **Nov. 11:** Military Appreciation Night is held from 4 p.m. to close. No military ID or proof of military service is required to receive the free buffet and beverage.

#### **Overview of Military Appreciation Night Processes**

Department leaders are responsible for determining which local chapters will participate and ensuring each location is assigned adequate DAV representation. The attached spreadsheet provides the Golden Corral locations to begin your matching process. Your chapters must understand their commitment and work cooperatively with their paired Golden Corral location. Golden Corral generously allows us to fundraise at their restaurants, and as a DAV representative, it is expected we treat their managers and staff with the utmost respect. Additionally, if a specific location is given to more than one chapter, each chapter should know they will work together.

As in previous years, DAV National Headquarters will provide contribution buckets directly to Golden Corral restaurants to collect donations. **The buckets can be displayed from Oct. 28 to Nov. 11; however, buckets must be available to the public during Military Appreciation Night.** Golden Corral will provide stickers for guests who donate during Military Appreciation Night to thank them for their contributions. Members are also encouraged to thank and acknowledge a donor's contribution.

The assigned DAV representatives are expected to be present, collect the buckets and account for all contributions. Each night, Golden Corral general managers will provide a donation form to document the amount raised that evening. Both the Golden Corral general manager and the DAV representative should sign off and agree on the amount raised. Please remember that the DAV representative must remain in possession of the funds at all times and two separate members should agree upon the total amount.

Once that process is complete, assigned DAV members are responsible for promptly delivering all donated funds to their respective department adjutant. Absent any requirements outlined in a department's bylaws specific to the event, each department will determine how and in what amounts the donated funds will be used or distributed for service programs.

Departments, chapters and other subordinate units are not permitted to conduct any fundraising activities at Golden Corral restaurants as a part of this event beyond accepting donations in DAV buckets. All funds collected during this campaign, whether collected solely on Monday, Nov. 11, or collected leading up to or after, are considered part of the department's fundraising event.

Beyond the generous funds raised for DAV chapters and departments, the event is an excellent opportunity to network with local veterans, recruit new members and invite community members to get involved. **Participating DAV chapters can set up and staff informational booths at their paired restaurant from Oct. 28 to Nov. 11.**

Golden Corral encourages team members to plan creative events surrounding the night. The extent to which each restaurant participates is determined by the owner/management team and each chapter's capacity to accommodate their requests.

#### **Golden Corral's Round-Up Initiative**

Like last year, Golden Corral will ask patrons if they would like to round up their check for DAV at the register on Military Appreciation Night. Golden Corral representatives are responsible for collecting and submitting those donations to your department's officer authorized to receive mail. DAV chapter representatives will not need to assist in this initiative. We are grateful to Golden Corral for providing another avenue for donations.

#### **Parting Thoughts**

By the time you receive this memorandum, you may have already corresponded with **Victoria Short, marketing outreach manager**, concerning points of contact for the restaurants in your state. Ms. Short will be your DAV contact for Military Appreciation Night. **If you have any questions or need to submit contact information, please reach out to her at [vshort@dav.org](mailto:vshort@dav.org) or 859-442-2048.** In addition, Golden Corral is providing Military Appreciation Night FAQ cards to all restaurants for your reference.

For nearly 23 years, Golden Corral has dedicated time and effort to promote the event and ensure DAV has the most successful outcome possible. With your diligence and combined efforts, this year's Military Appreciation Night will be another great event for your department and its members. I encourage you to work closely with your local Golden Corral restaurant to build rapport and offer thanks for its generosity.



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