Overview
The purpose behind DAV Community Impact Day is to highlight the needs of veterans in our communities while showing people that it doesn’t take a lot of time to make a big difference.

A big part of you highlighting these needs will be garnering attention through different channels. Your social media posts and shares will pay good dividends, but don’t miss out on the opportunity to get local media to introduce your department, chapter or unit to the rest of your community.

Local television, radio and newspaper outlets are always looking to cover “good news” stories, and with a little planning and engagement, there’s a high probability you can get coverage of your volunteer event for DAV Community Impact Day.

Go deeper
This guide provides talking points and a media pitch template. If you’d like more training resources or have limited experience with talking to the media, check out the DAV and Auxiliary Publicity Guide. It provides detailed information on the media landscape, what good media relations looks like, broad-scope DAV talking points and tips for creating compelling content.

Make a plan
Before reaching out to reporters, make sure you know what they’ll be able to report about.

- Know the who, what, where, when and why of your DAV Community Impact Day event.
- Identify at least one or two volunteer participants who would be comfortable talking to reporters. The best people for this are those who can humanize the story by sharing personal feelings and anecdotes in addition to the facts and details of the day.
- Make sure other participants know that media may be present.
- Research potential media contacts. Some helpful questions to ask yourself:
  - Which reporters in my area tend to report on military- or veteran-related issues?
  - Is there a journalist who consistently covers community-related stories?
  - Do we have a reporter in the area who covers news stories that have a familial, volunteer or civic-minded angle?
  - Most media outlets will have a website and a “Contact Us” button where you can engage with local reporters. Consider sending them an email (a suggested pitch template is below) that identifies you as a potential source for a story and invites them out to the event(s) you’re doing.

Be flexible. It’s hard to predict what news is going to happen on a particular day. Reporters are often reassigned stories based on their editor’s priorities and breaking news events. The more media outlets you talk with, the higher your chances are to get one out to your event.
SUBJECT: [County, City or Town name] Local Community Participating in Nationwide Community Service Day Benefiting Disabled Veterans, April 6

Hi—

To highlight the needs of veterans in our community and to show that volunteering can make a big difference in someone’s life, members of DAV (Disabled American Veterans) Chapter {number} in {location} are joining other chapters from around the nation in DAV Community Impact Day, April 6.

Veterans forever changed by their military service don’t often vocalize their need for help, but we want to remind them they’re surrounded by a community that cares and wants to make sure they don’t go unnoticed.

[Insert a one- to two-sentence description of your volunteer event. For example: Our chapter community service event will be handing out care items and meeting with veterans experiencing homelessness in our town. We’re meeting in the Walmart parking lot on Main Street at 9 a.m., April 6.]

Anyone, not just DAV members, can participate by signing up at communityimpactday.org.

We’d be happy to have you come out to our event. We can also arrange interviews or phone conversations with volunteers and DAV representatives who can discuss how they’re making a real difference in the lives of veterans.

If you are unable to provide coverage, would you please consider sharing this news with your audience on your website or community events calendar?

Please contact [Name] at [Phone] or [email@domain.com].

Thanks so much for your time.