KEEPING OUR PROMISE TO AMERICA'S VETERANS

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TO: Department and Chapters Commanders and Adjutants
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Transition Service Officers

FROM: Barry A. Jesinoski, National Adjutant

DATE: September 16, 2026

SUBJECT: 2027 life membership rate adjustment and payment options

As recommended and approved by the Convention body, the cost of DAV life membership will increase by $25, from $325 to $350, effective January 1, 2027.

This adjustment was recommended based on actuarial projections concerning the long-term health and future viability of DAV's Life Membership Fund. The fund provides millions of dollars in annual distributions to Departments and Chapters in support of DAV's programs and services nationwide, and membership dues are a main source of revenue. The adjustment is necessary to help preserve the financial strength of the fund and continue providing meaningful annual distributions to Departments and Chapters well into the future. Without this action, reductions in those distributions would likely become necessary within the next several years.

In accordance with Article 11, Section 11.9, Paragraph 1 of the National Bylaws, the official minimum payment remains $40 in the year an individual enrolls. Once the minimum payment has been received and the member has a distributable balance, the member's account is eligible for the applicable distributions provided under the National Bylaws. To promote convenience, affordability and recruiting success, DAV will offer recurring monthly credit card payment options to individuals enrolling at the new $350 life membership rate. These payment schedules are optional payment arrangements and should not be confused with the official $40 minimum payment.

Beginning January 1, 2027, the recurring monthly credit card payment options will include:

- $21 per month for 16 months, followed by a final payment of $14 in the 17th month; or
- $35 per month for 10 months; or
- $70 per month for five months.

These options are provided for the member's convenience and may be modified at the member's request. A member may make additional payments, pay the remaining balance in full before the completion of the monthly schedule, or use another approved method of payment at any time. Any amount previously paid toward the life membership obligation will continue to be credited to the member's account in accordance with the National Bylaws. Individuals who establish their life membership accounts before January 1, 2027, will remain subject to the current $325 life membership rate. Departments and Chapters are encouraged to use the remainder of 2026 as an opportunity to promote DAV membership and encourage eligible veterans to enroll before the new rate becomes effective.

Additional recruiting materials, membership incentives, and reminders concerning the rate adjustment will be distributed before the end of the year. In the meantime, Department and Chapter officers should begin communicating the opportunity for eligible veterans to secure a DAV life membership at the current rate.

Thank you for your continued efforts to promote DAV membership and strengthen our organization. Questions regarding the life membership rate or available payment options may be directed to membership@dav.org.



Barry A. Jesinoski
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