



National Communications Department 2023

At the National level...

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

All external and most internal communications

Branding, public perception

Magazine, website, social media

Support all departments and member leaders

DAV[®] MAGAZINE

JULY | AUGUST 2023

A nation without VETERANS HEALTH CARE

DAV explores the catastrophic impact of dismantling the Veterans Health Administration | Page 16

South Dakotan named Disabled American Veteran of the Year | Page 20

PHOTO BY PERRY OFFICER AND GABRIEL HOLLY, CHATTANOOGA, TN

DAV[®] MAGAZINE

THE OFFICIAL VOICE OF DAV AND AUXILIARY
JULY | AUGUST 2022

Disabled American Veteran of the Year Adam Alexander

A sniper's bullet took the vision in his right eye. Now his sights are fixed on serving fellow Wisconsin veterans.
Page 18

DAV.ORG | DAV | @DAVHQ | @DAVHQ | COMPANY/DAVHQ | DISABLEDVETERANS

DAV[®] MAGAZINE

MAY | JUNE 2023

WAVES OF ACCELERATION

How DAV Patriot Boot Camp strengthens veteran entrepreneurship and employment
Page 18

DAV advocates return to Washington to drive veterans legislation at annual mid-winter conference | Page 15

[GET HELP NOW](#)[WHAT WE DO](#)[WAYS TO GIVE](#)[GET INVOLVED](#)[JOIN](#)[DONATE](#)

KEEPING OUR PROMISE TO AMERICA'S VETERANS

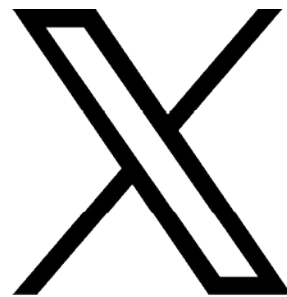
LIFE-CHANGING SUPPORT FOR THOSE WHO SERVED.

[SEE HOW WE HELP](#)[GET HELP NOW](#)

Social Media

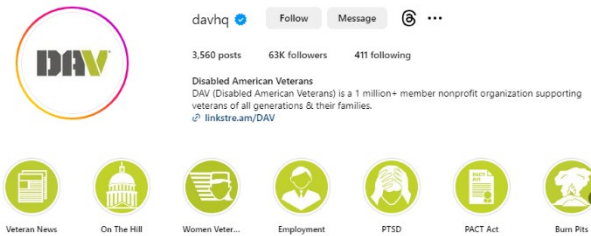


Social Media



DAV Social Media: Platforms we use

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Threads (new)
- Twitch (soon)



Disabled American Veterans (DAV)

@DAVHQ

We are a more than one million-member nonprofit providing a lifetime of support for veterans of all generations and their families. [#KeepThePromise](#)

Non-Governmental & Nonprofit Organization United States
[dav.org](#) Born September 25, 1920 Joined February 2009

1,091 Following 101.7K Followers

DAV Social Media: Reasons we use it

- Communicate important veteran news to supporters and members
- Promote/document DAV events
- Share video and written content about DAV's services
- Provide updates about the organization
- Provide updates about DAV's veterans advocacy
- Connect and engage with our supporters and members

DAV Social Media: Types of Audiences

There are different audiences and we speak to each one in a different way.

- Members – Our members come to DAV’s social pages to seek info, answers, and community with fellow DAV members. Remember that every member is part of the organization.
- Donors – Appealing to their patriotism and appreciation of veterans. We want to show the ways their donations are supporting veterans so they trust us with their donations.
- DAV/Veteran supporters – Positioning DAV as a voice of authority on veteran issues, so that we are considered a reliable source on all veteran subjects.

DAV Social Media: Running a chapter page

- Use a generic email address that can be shared with incoming members who will share admin duties.
 - We often have to help chapters reclaim their pages when an admin dies or deactivates their Facebook account.
- Facebook/LinkedIn naming structure: **DAV Chapter # Nickname/City, State**. Under Category, choose “Charity Organization.”
- Twitter/Instagram naming structure: **@DAV28TucsonAZ** or **@DAVDeptAZ**.
- Be sure to include relevant info in your public details.
 - Location and times of meetings
 - Phone number and Email address to contact Chapter leadership
 - Link to your chapter/department website

DAV Social Media: Running a chapter page

- Social media pages for chapters or departments that do not have a designated admin are the responsibility of the commander.
- Instead of always worrying about creating your own content, make sure you follow DAV HQ's page and share relevant posts that are shared there.
- Social media pages should be checked no less than once every 72 hours

DAV Social Media: Running a chapter page

- Develop a posting schedule to stay in front of your audience and try to stick to it
- Departments and chapters are encouraged to have fun and get creative with your social media accounts, a practice that will reflect positively in the eyes of your members and followers.

DAV Social Media: Examples of it done well

DAV | KEEP THE PROMISE
TO OUR VETERANS
DEPARTMENT OF NEW YORK



DAV Department of New York

736 likes · 825 followers

Call Now Message Like

Posts About Mentions Reviews Followers Photos More

Stephens Co DAV Chapter 92

April 4, 2022

Wow what a great honor it was today to accept a \$9,501.00 check from the Marlow High School. This goes to show you that the younger Generation is still there and willing to help the Veterans of this great Country.



13

2 comments 7 shares

DAV Chapter 12 California

May 24

Thank you to the volunteers that come in and day out to make DAV chapter 12 the best!
Today we were able to volunteer at Department of California DAV getting ready for an upcoming DAV Department of California Convention..
Filling swag bags, and wrapping raffle prizes!
It's always great to have the state Commander Joseph Moseley lending a hand.
Thank you to our National Chief of Staff Jose Mendozza and crew!



27

3 comments 1 share

DAV Chapter #39 Bristol Tn-Va was live.

July 15 at 9:41 AM



6

5 shares

DAV Social Media: Examples of what not to do



About

Contact and basic info

Privacy and legal info

Work and education

Places lived

Page transparency

Family and relationships

Details about you

Life events

Categories

Nonprofit organization

Contact info

+ Add service area

+ Add phone

+ Add email

Nunya Address

Websites and social links


+ Add a website

+ Add a social link


Basic info

+ Add diversity info

DAV Social Media: Examples of what not to do





DAV Chapter 7, Narnia, Indiana
 46m · 🌐


Great idea! DAV is behind this all the way!



FOXNEWS.COM
Veterans can protect America's schools, prevent attacks
 School shootings must be stopped so our children are safe. The best way to do t...




[See insights and ads](#)
[Boost post](#)


 Like
  Comment
  Share


DAV Chapter 7, Narnia, Indiana
 53m · 🌐


[#LetsGoBrandon](#)

[See insights and ads](#)
[Boost post](#)

 Like
  Comment
  Share


DAV Chapter 7, Narnia, Indiana
 42m · 🌐




A great organization! Let's help them raise money!



American Red Cross

REDCROSS.ORG
Host a Fundraiser for the American Red Cross
 Submit your request to obtain permission and guidelines to fundraise on behalf ...

[See insights and ads](#)
[Boost post](#)

 Like
  Comment
  Share

Golden Corral's Military Appreciation Night

- November 13 from 5 p.m. to close
- Department Adjutants work with their respective chapters to assign point people for all 359 participating restaurants.
 - The contacts are submitted to Victoria Short, marketing outreach manager at DAV.
- Contact the Department Adjutant if you have questions about which chapters are assigned to a restaurant.

Golden Corral's Military Appreciation Night

- Last year, we reinstated a procedure that Golden Corral general managers and a DAV representative sign off on the total amount raised in the donation buckets each night.
 - Once signed-off, the DAV representative must remain in possession of the funds at all times and two separate members should agree upon the total amount.
 - Assigned 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.

Golden Corral's Military Appreciation Night

New this year

- From October 30 to November 13, cashiers will ask people without a donation sticker to round up their checks at the register.
 - As a reminder, a donation sticker is given to those who donate to the DAV bucket.
- After November 13, the restaurants will mail a check to their respective state department. It is up to the department how they would like to disperse those funds.
- Because this is a round-up at the register, DAV reps will not need to sign off on this portion.



Your stories are our inspiration
and we are at our best when telling
them with you!

Includes our outreach greatest success...DAV's "Victories for Veterans PSA campaign!"



Victories for Veterans PSA Campaign

- Produced a new campaign in 2022
 - Television spots in :60s, :30s, and :15s
 - Radio spots in :60s and :30s
 - Out-of-home in various sizes
 - Print ads in various sizes
- Featured veterans include:



Latoya Lucas



Michael Naranjo



Adam Alexander

Adam Alexander

[Adam Alexander Story](#) via Oshkosh Northwestern & syndicated in other USA Today Network outlets in Wisconsin

VETERANS

Veteran finds new mission after being given a five percent chance to live

BY MEGAN MARSHALL | GREEN BAY
PUBLISHED 12:15 PM ET SEP. 25, 2021


Editor's Note: Caution advised. Some photos in this story may be disturbing to readers.

OSHKOSH, Wis. — A veteran from Oshkosh has found a new purpose in life.





After being injured in combat, Army veteran Adam Alexander has had a long road to recovery but his positive attitude and outlook on life drives his new mission: Living life, instead of simply existing through it, all while helping other veterans do the same.




He was shot in the head in Afghanistan. Now, this Wisconsin army veteran helps give fellow veterans a platform to share their stories

 **Bremen Keasey**
Oshkosh Northwestern

Published 5:00 a.m. CT Aug. 29, 2022





[View Comments](#)    



HOMETOWN HEROES

Hometown Hero: Adam Alexander turns tragedy into triumph, shares inspiring message with others


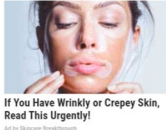
by: **Kathlin Corbett**
Posted: Nov 5, 2021 / 08:01 AM CDT
Updated: Nov 5, 2021 / 08:26 AM CDT

SHARE    

Oshkosh, Wis. (WFRV) — Adam Alexander enlisted in the Army while he was a student at the University of Wisconsin Platteville.

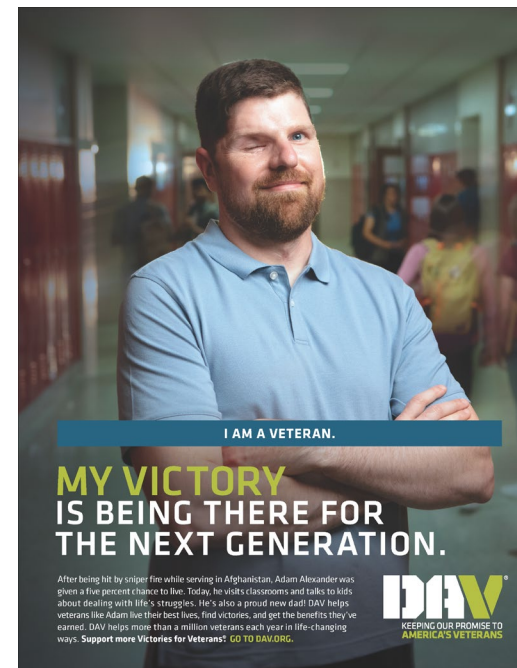
"I ended up signing, I always tell people it's because it was laundry day and I needed a free t-shirt," said Alexander.

While a free t-shirt seemed like a nice perk for the college student, Adam Alexander found much more when he joined the Army in 2008.

If You Have Wrinkly or Crepey Skin, Read This Urgently!
Ad by Skincare Broadthrough

Adam Alexander



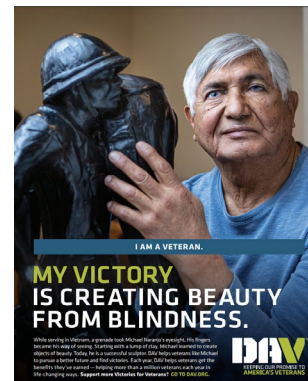
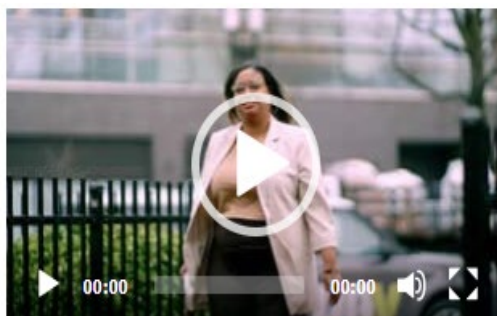
2022 PSA Campaign Results

Total donated media value:

\$132,518,416

Total impressions:

16,755,200,202



THE WALL STREET JOURNAL.



2023 PSA Campaign Results (as of August 31)

Total donated media value:

\$74 million

Total impressions:

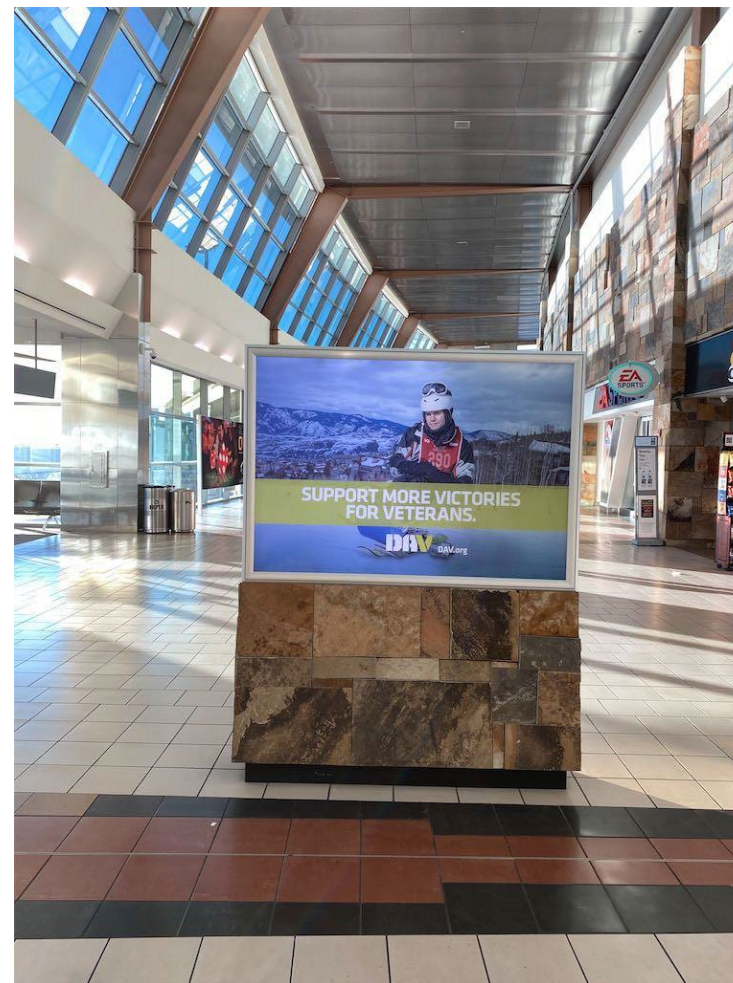
7 billion



THE WALL STREET JOURNAL.



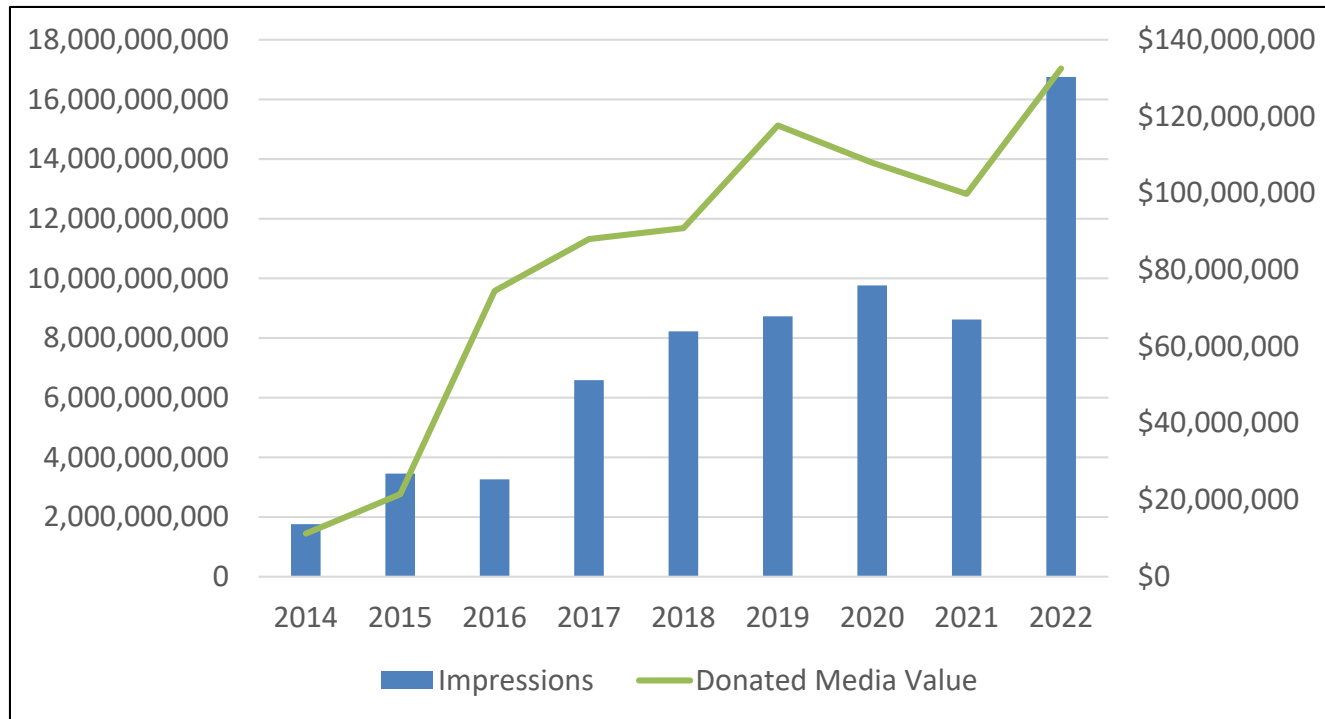
PSA Campaign



PSA Campaign



2014 – 2022 Impressions & Donated Media Value



PSA Campaign Outreach & Promotion

- Conducted pitch tour with Disney/ABC, Paramount/CBS and NBC
- Sent high-impact mailer to station executives in top 10 DMAs

**A MINUTE OF YOUR TIME
CAN AMPLIFY SUPPORT FOR
AMERICA'S VETERANS.**

2022 TV PSAs :60s, :30s and :15s

Your complimentary Bluetooth speaker

**PLEASE AMPLIFY
OUR MESSAGE
TO SUPPORT
AMERICA'S VETERANS.**

2022 TV PSAs :60s, :30s and :15s

Download
Broadcast-quality
PSAs at

DAVPSA.ORG

*Or download from any of these sites.
Additional instructions on insert.*



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



**Public Service
Advertising Toolkit**

“PSAs featuring charities that are active in the local community and providing an obvious service get a priority with our airtime.”

Station Manager





DAV Patriot Boot Camp

BREAKING NEWS

Riverside, developer plan apartments to replace 200-year-old farmhouse



47°

TRUSTED FOR 125 YEARS Dayton Daily News

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Local vet wants to grow Whiskerman Grooming Company



← Caption

LOCAL NEWS

By [Linda D. ...](#)

At Risk Veterans

DAV PROVIDES FOOD AND TOILETRIES FOR VETERANS ON MLK JR DAY

BY EMILY PAULS | January 16, 2023

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[Tweet](#)

[in Share](#)



Chapter/Department Activity

Corral Kids

Submitted by Article submitted by DAVA Unit #63 (Clermont County) Shirley Ann Plahovinsak. She is also the DAVA Department of Ohio Chaplain. - February 15, 2023



Disabled American Veterans Auxiliary (DAVA) Unit #63 Commander Shirley Ann Plahovinsak points to the Camp Corral notation displayed at the Eastgate Golden Corral Restaurant. The DAVA Unit #63 will be conducting a drive to accept donations from Monday, February 13, 2023, to Friday, February 17, 2023. Every cent collected will be used to sponsor children of wounded, injured, or fallen military heroes to attend Camp Corral. DAVA Unit #63 members will be ac

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Volunteer Drivers

volunteer Drivers Needed to Transport Local Veterans to Medical Appointments – Northern Arizona VA

By Jason Kadah, Public Affairs Officer | Northern Arizona VA | January 27, 2023 | 12:17 am
 No Comments



DAILY SENTINEL

BOONVILLE HERALD THE WEEKENDER
 NEWS SPORTS ENTERTAINMENT/LIFE OBITUARIES OPINION CLASSIFIEDS/LEGALS THINGS TO DO REGION RETR

Drivers needed to help area veterans get to health care appointments



DAV Transportation Network of Central New York is seeking volunteers to help area veterans get to their medical appointments. Veterans residing in Central New York who need a ride to appointments should call 315-425-4343.
 (PHOTO COURTESY DAV TRANSPORTATION NETWORK)

Posted Thursday, December 1, 2022 7:30 am

Nicole A. Hawley
 Staff writer
 email / twitter

It's a way to give back and support those who served.

Youth Volunteer Scholarship


Sample placements of the op-ed by [scholarship award winner Evan Osgood](#)

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VOICES: Volunteering is a way to empower ourselves and our community


← Caption

IDEAS & VOICES
By Evan Osgood
Sept 14, 2022


Papa B passed when I was just 7 years old, but he continues to be a guiding force in my life. He was a man who selflessly served his country, and he inspired me to find ways to do the same. So when the COVID-19 pandemic struck communities across the United States in early 2020, I decided to step up the same way Papa B did many years ago.



Evan Osgood with his homemade PPE

I remember the news reports about our community members and front-line caregivers getting sick and dying because of the shortage of protective masks, one of our only defenses against the virus at the time. I found a how-to guide from the Centers for Disease Control and Prevention and started making them myself. I gave my homemade masks to friends and family in need, hoping they could avoid the grim scenes I was watching on TV. Every person who received a mask was extremely grateful and wanted to help make even more. Together, we became a mask-making team. All of us wanted to do something—anything—to fight the virus that was taking over our community.

I still remember a heartwarming experience I had delivering one of our first sets of masks to a veteran couple during the early days of the pandemic. I placed the masks on the couple's front porch, rang the bell and stepped back to my car. A woman answered the door, looked down and burst into tears. It turned out she and her husband had been stuck inside without masks for three weeks and didn't feel safe enough to leave. She couldn't have been more appreciative, calling out to me, "Bless you and bless what you are doing for this community!"



Evan Osgood, top 2022 DAV scholarship

That's what volunteering means to me—something so small having such a meaningful impact for someone else. I'm always grateful for that feeling of making someone's day, of making a difference, one small action at a time.

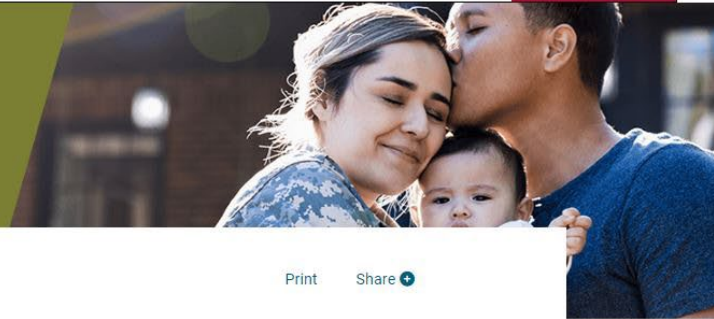
Our mask-making team continued to grow, and I eventually founded a nonprofit, created a website, and started shipping mask and face shield assembly kits across the country. We held virtual assembly parties where people would reconnect while making a genuine difference toward slowing the spread of COVID-19. The mask-making team that started out as me and my friends sewing masks in my basement grew to over 10,000 volunteers across the nation.







DAV LOGOS



Home > Member Resources > DAV Logos

Print Share

DAV's New Visual Identity

The DAV brand assets tell the story of a professional, hopeful and diverse organization dedicated to helping the men and women who have served. It is critical to use the logo and colors according to the DAV Brand Guidelines.

[Download the DAV Brand Stylebook here](#)

[Download the Language Guide](#)

I have downloaded the stylebook and will comply with logo use standards.

Thank You!

Rlewis@DAV.org

Social Media

Mstegner@DAV.org

Feedback@DAV.org