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
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

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 Mississippi veterans. Page 18

WAVES OF ACCELERATION

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

DAV advocates return to Washington to lobby Congress for veterans’ issues. Page 18
KEEPING OUR PROMISE TO AMERICA'S VETERANS

LIFE-CHANGING SUPPORT FOR THOSE WHO SERVED.

SEE HOW WE HELP

GET HELP NOW
Social Media

Facebook
LinkedIn
Twitter
Instagram
DAV Social Media: Platforms we use

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Threads (new)
- Twitch (soon)
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 Social Media: Examples of what not to do
DAV Social Media: Examples of what not to do
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 Story via Oshkosh Northwestern & syndicated in other USA Today Network outlets in Wisconsin
2022 PSA Campaign Results

Total donated media value: $132,518,416

Total impressions: 16,755,200,202
2023 PSA Campaign Results
(as of August 31)

Total donated media value: $74 million

Total impressions: 7 billion
PSA Campaign
PSA Campaign
2014 – 2022 Impressions & Donated Media Value

The chart shows the trend of impressions and donated media value from 2014 to 2022. Impressions and donated media value have both increased significantly over the years, with the latter reaching over $140,000,000 by 2022. The chart also indicates a peak in donated media value in 2020 and a slight decline in 2021 before a resurgence in 2022.
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
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
“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

Local vet wants to grow Whiskerman Grooming Company
At Risk Veterans

DAV PROVIDES FOOD AND TOILETRIES FOR VETERANS ON MLK JR DAY

BY EMILY PAULS | January 16, 2023
Chapter/Department Activity

Corral Kids

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

Disabled American Veterans Auxiliary (DAVA) Unit #63 Commander Shirley Ann Plehovloak points to the Camp Corral banner 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 commander will be on hand to answer question and receive donations. For more information, please contact the office at 513-961-0350 or by email at dava unit 63 / davaunit63@gmail.com.
Volunteer Drivers

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

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 315-452-4444.

Photo courtesy DAV Transportation Network

Posted Thursday, December 1, 2022 7:30 am

Nicole A. Hanley
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

Dayton Daily News
Complete. In-Depth. Dependable.

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

By Evan Osgood
April 19, 2020

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.

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!”

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 masks 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'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!

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