



Communications and Outreach Seminar DAV National Convention, 2023





Amy
Brackman-Clare
Field Investigator

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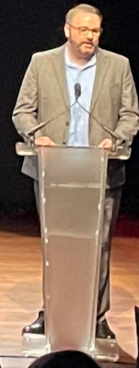
Mutual UFO Network
Bracken County Field Office

amybrackmanclare@yahoo.com
1861 Wrangling Run Road
Foster, Kentucky 41043



the
WAR HORSE

CLEARING THE AIR: THE ORIGINS
OF THE PACT ACT BEGINS







What's Shakin With Shaner

@shakinshaner



Get excited, a new [#episode](#) of Psycho Bob Says from the okay-est [#podcast](#) out there, is coming your way on Sunday. Ever wonder what he does between episodes?





Hourly value of DAV
volunteer:

\$33.19

Based on generally accepted
accounting principles.



Annual value of 24-hour-
weekly DAV volunteer:

\$38,234.88

Based on generally accepted
accounting principles.



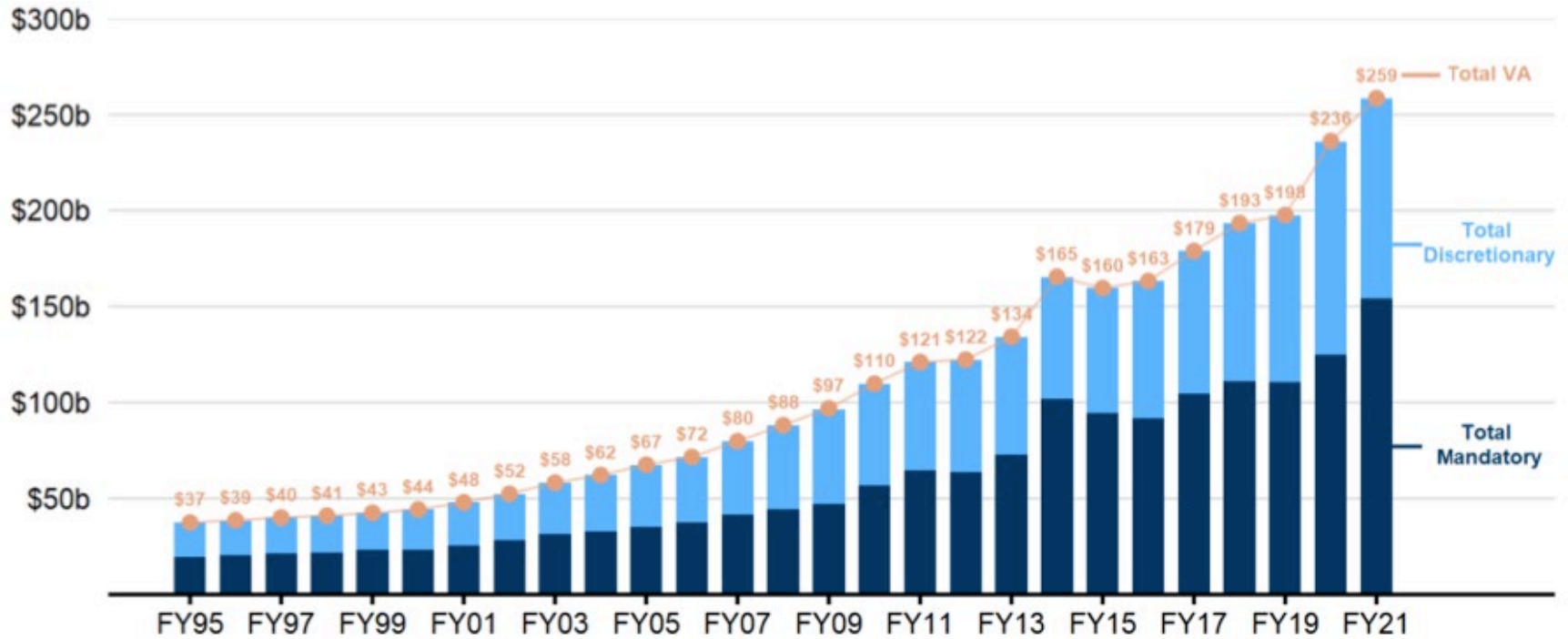


DAV Supported Legislation

[Download](#)

	Bill	Stance	Issue Area	Bill Details (Congress.gov)	Date Introduced	Sponsors List
1	H.R. 1282: Major Richard Star Act	Support	Appeals, Benefits and Claims	External Link	03/01/2023	Rep. Gus Bilirakis (R-FL-12)
2	S. 777: Veterans' COLA Act of 2023	Support	Appeals, Benefits and Claims	External Link	03/14/2023	Sen. Jon Tester (D-MT)
3	S. 1975: Discharge Review Board Accountability Act of 2023	Support	Appeals, Benefits and Claims	External Link	06/14/2023	Sen. Gary Peters (D-MI)
4	H.R. 4016: Veteran Fraud Reimbursement Act	Support	Appeals, Benefits and Claims	External Link	06/12/2023	Rep. Gerry Connolly (D-VA-11)
5	H.R. 3718: Department of Veterans Affairs Post-Traumatic Stress Disorder ...	Support	Appeals, Benefits and Claims	External Link	05/25/2023	Rep. Joe Neguse (D-CO-2)
6	H.R. 3720: HUBS for Veterans Act of 2023	Support	Appeals, Benefits and Claims	External Link	05/25/2023	Rep. Joe Neguse (D-CO-2)
7	H.R. 3489: Restore Veterans' Compensation Act of 2023	Support	Appeals, Benefits and Claims	External Link	05/18/2023	Rep. Ruben Gallego (D-AZ-3)
8	H.R. 3450: Veterans Administration Backlog Accountability Act of 2023	Support	Appeals, Benefits and Claims	External Link	05/17/2023	Rep. Norma Torres (D-CA-35)
9	S. 1635: Department of Veterans Affairs Post-Traumatic Stress Disorder ...	Support	Appeals, Benefits and Claims	External Link	05/17/2023	Sen. Amy Klobuchar (D-MN)
10	S. 1515: Retired Pay Restoration Act	Support	Appeals, Benefits and Claims	External Link	05/10/2023	Sen. Jon Tester (D-MT)
	H.R. 3457: Restoring Appeals Benefits		Appeals, Benefits and			

VA Appropriations



[SUPPORT OUR MISSION](#)STARS  AND STRIPES[THEATERS](#) [BRANCHES](#) [VETERANS](#) [HISTORY](#) [LIVING](#) [SPORTS](#) [MULTIMEDIA](#)[VETERANS](#)

Inflation and pandemic drive proposed VA budget to more than \$300 billion

BY NIKKI WENTLING • STARS AND STRIPES • MARCH 28, 2022



A White House budget proposal released Monday, March 28, 2022, seeks to boost the budget for the



NOTICE



**Restroom
out of order
Do not
enter**



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**



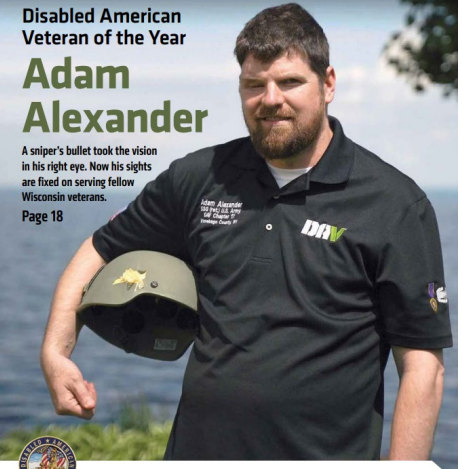
PHOTO BY PETER OFFICER AND GINA MOLLY CHAMPORRELL & NANT

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](#)

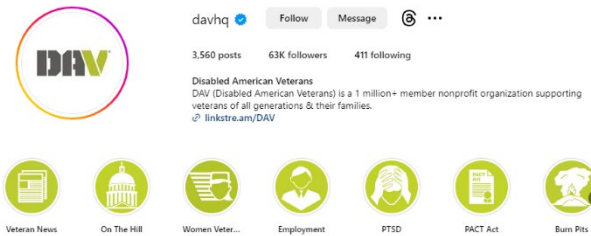


Social Media



DAV Social Media: Platforms we use

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



Disabled American Veterans (DAV)

@DAVH

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.

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



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

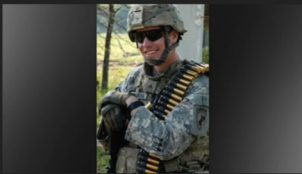
[View Comments](#)    







HOMETOWN HEROES

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

by **Kaitlin 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 Breakthrough

Adam Alexander



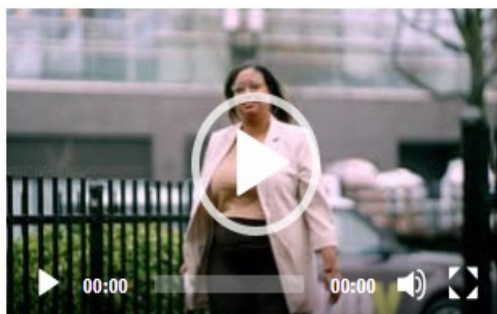
2022 PSA Campaign Results

Total donated media value:

\$132,518,416

Total impressions:

16,755,200,202



THE WALL STREET JOURNAL.



2023 PSA Campaign Results (as of June 30)

Total donated media value:

\$66.8 million

Total impressions:

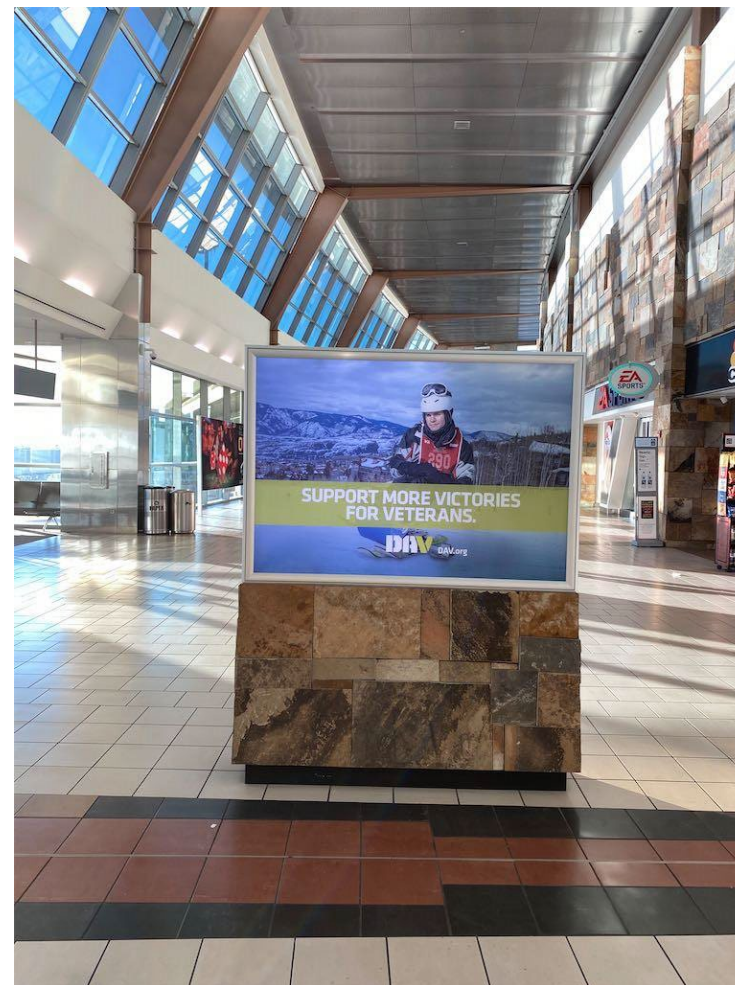
6.5 billion



THE WALL STREET JOURNAL.



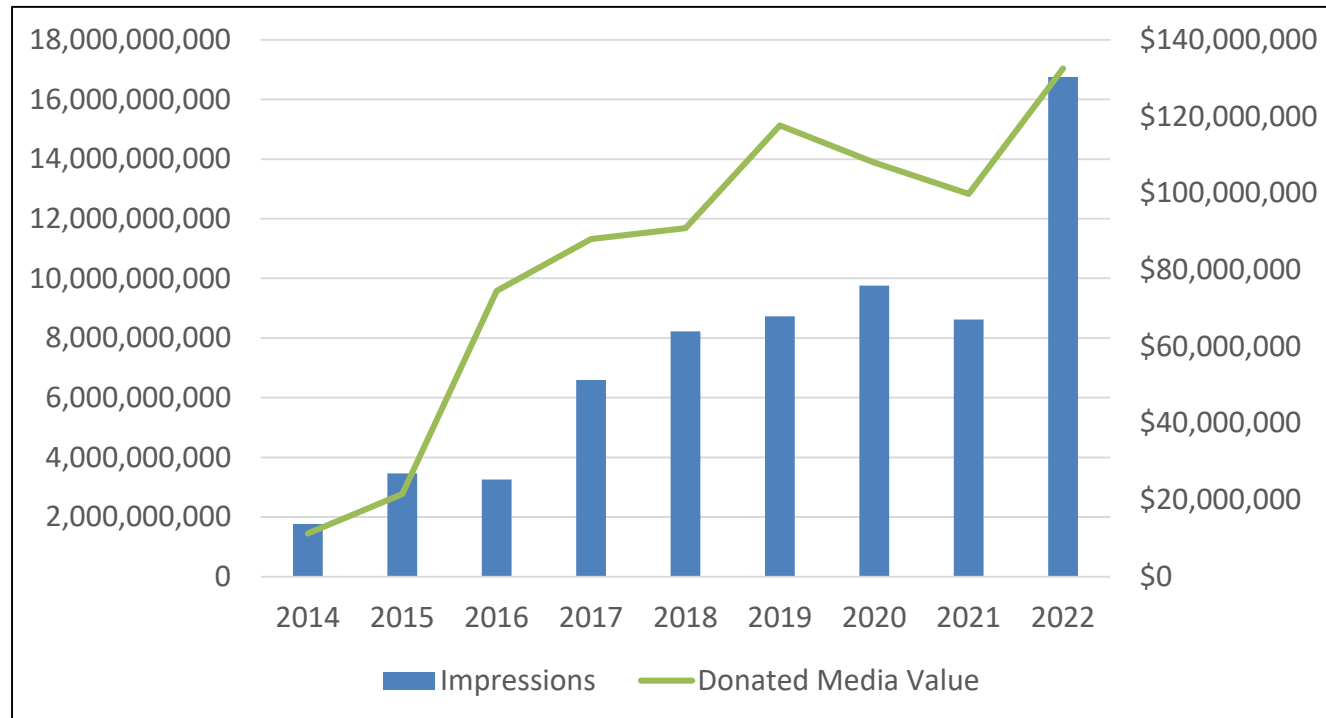
PSA Campaign



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

DAV

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.*

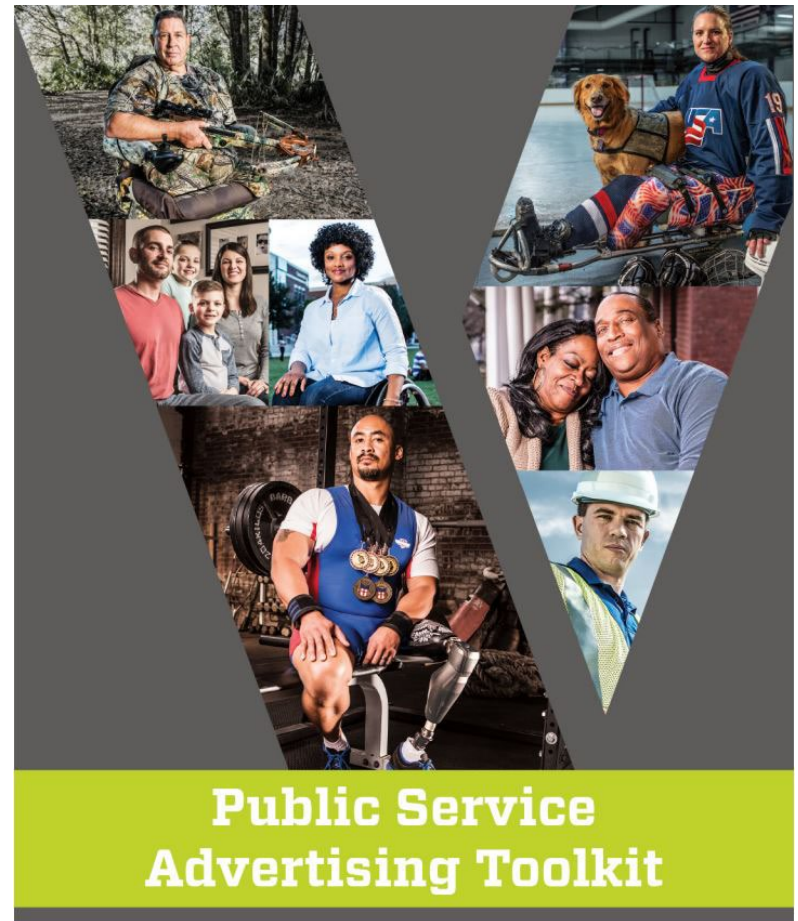


Local PSA Pitching

- 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



“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

Log In



Local Business Investigations Opinion Life Food Sports Obituaries Classifieds Legal Notices



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Local vet wants to grow Whiskerman Grooming Company



LOCAL NEWS

By [Linda B...](#)

At Risk Veterans

DAV PROVIDES FOOD AND TOILETRIES FOR VETERANS ON MLK JR DAY

BY EMILY PAULS | January 16, 2023

[Share](#) [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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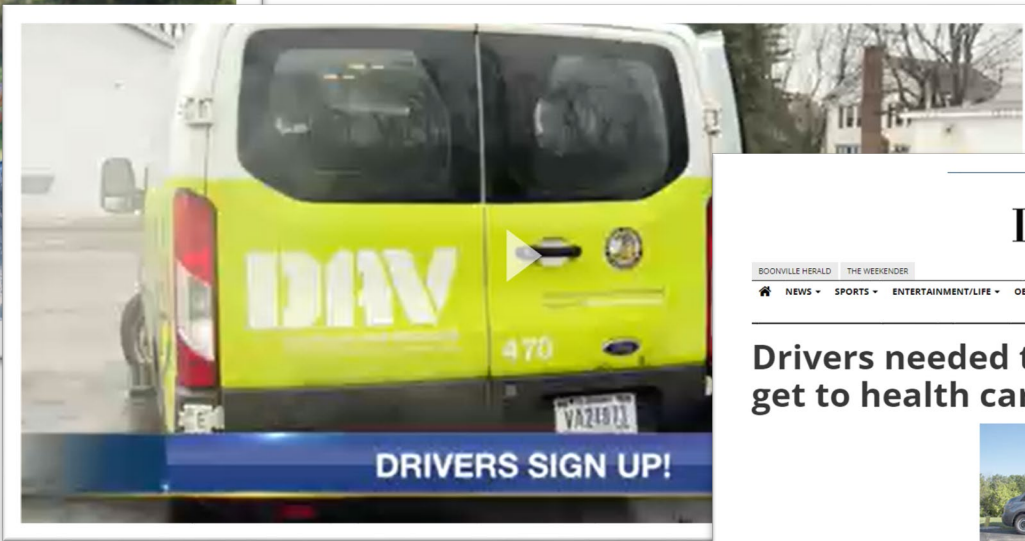
Promotions and Contests

Book your ad now!
CLICK HERE

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](#)

Dayton Daily News
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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!"

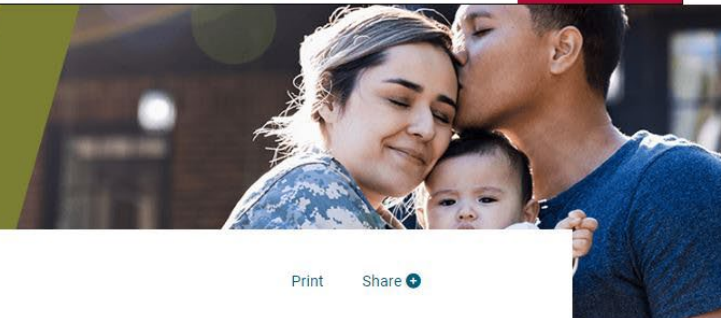


Evan Osgood, top 2022 DAV scholarship

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.

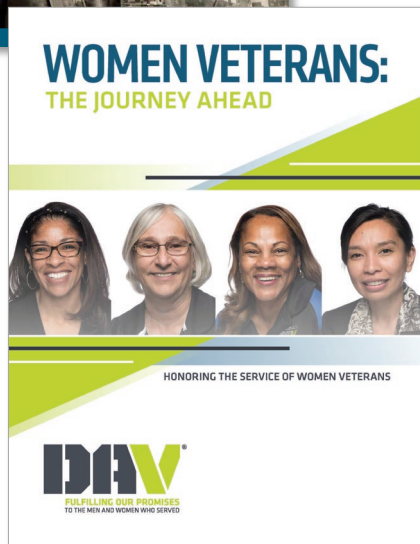


Sign Up For Our Newsletter



Advocacy

DAV's Upcoming Report on Women Veterans and Mental Health



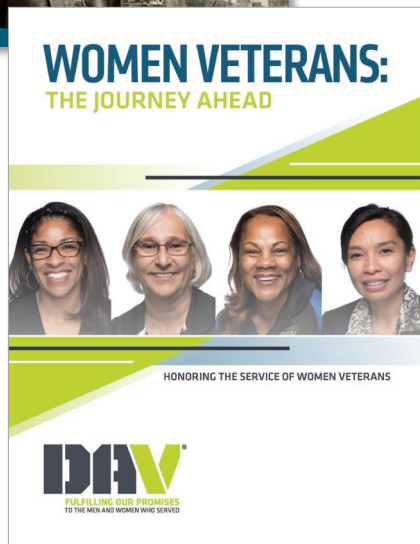
- In the coming months, DAV will release its third report on women veterans
- The report will focus on **mental health**, including risk factors, outcomes and gaps in care
- Topics will include reproductive health care, military sexual trauma (MST), suicide and substance use
- As with past reports, this new report will make a series of policy and legislative recommendations

Advocacy

DAV's Upcoming Report on Women Veterans and Mental Health



- But for this report to make an impact, people have to know about it. That's where we come in.
- **How do we do that?**



Advocacy

DAV's Upcoming Report on Women Veterans and Mental Health



You

- DAV Magazine
- DAV.org
- Social media
- DAV podcast



Advocacy

DAV's Upcoming Report on Women Veterans and Mental Health

VA Must Prove to Women Vets That They Belong



Airmen walk during the Colorado Springs Veterans Day Parade in Colorado Springs, Colorado, Nov. 5, 2016. The all-female Airmen flight represented Schriever during the women in military themed parade (U.S. Air Force photo/Christopher DeWitt)

12 Sep 2018
 Military.com | By Joy Ilem

DAV and Crosby

- Op-eds
- Radio Media Tours (RMTs)
- Media pitching
- DC event
- Roundtable talk



Advocacy

DAV's Upcoming Report on Women Veterans and Mental Health



Here. Is. Better. documentary

- Event participation
- Virtual screening



Advocacy

DAV's Upcoming Report on Women Veterans and Mental Health

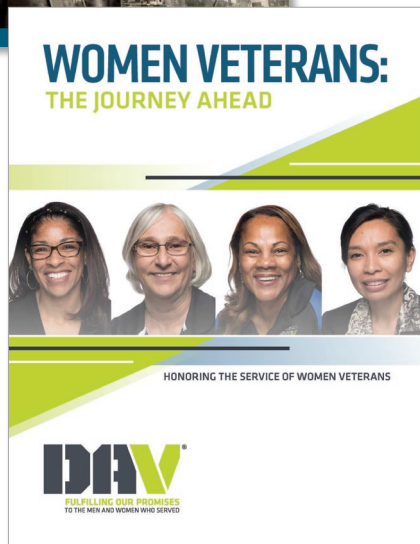
How can we put this report to use?

- Policy and legislative recommendations
- Helps us educate our members, your fellow veterans and families
- Helps you in your local advocacy efforts



Advocacy

DAV's Upcoming Report on Women Veterans and Mental Health



Looking for resources for women veterans?

Visit DAV's women veterans resource page
dav.org/get-help-now/veteran-topics-resources/women-veterans/

Have a lead on a story about women veterans? Contact me.

Elizabeth DePompei
edepompei@dav.org
 859-442-2059

Thank You!

Rlewis@DAV.org

Social Media

Mstegner@DAV.org