Communications and Outreach Seminar
DAV National Convention, 2023
Amy Brackman-Clare
Field Investigator
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Mutual UFO Network
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Foster, Kentucky 41043
CLEARING THE AIR: THE ORIGINS OF THE PACT ACT BEGINS
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.
<table>
<thead>
<tr>
<th>Bill</th>
<th>Stance</th>
<th>Issue Area</th>
<th>Bill Details (Congress.gov)</th>
<th>Date Introduced</th>
<th>Sponsors List</th>
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<tr>
<td>S. 777: Veterans’ COLA Act of 2023</td>
<td>Support</td>
<td>Appeals, Benefits and Claims</td>
<td>External Link</td>
<td>03/14/2023</td>
<td>Sen. Jon Tester (D-MT)</td>
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<td>H.R. 3718: Department of Veterans Affairs Post-Traumatic Stress Disorder ...</td>
<td>Support</td>
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<td>External Link</td>
<td>05/25/2023</td>
<td>Rep. Joe Neguse (D-CO-2)</td>
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<td>S. 1635: Department of Veterans Affairs Post-Traumatic Stress Disorder ...</td>
<td>Support</td>
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<td>External Link</td>
<td>05/17/2023</td>
<td>Sen. Amy Klobuchar (D-MN)</td>
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<td>S. 1515: Retired Pay Restoration Act</td>
<td>Support</td>
<td>Appeals, Benefits and Claims</td>
<td>External Link</td>
<td>05/10/2023</td>
<td>Sen. Jon Tester (D-MT)</td>
</tr>
</tbody>
</table>
VA Appropriations
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
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

DAV MAGAZINE
JULY | AUGUST 2023

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

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

DAV advocates return to Washington, D.C. for issue-focused, testament-focused red-white conference | Page 18
KEEPING OUR PROMISE TO AMERICA'S VETERANS

LIFE-CHANGING SUPPORT FOR THOSE WHO SERVED.

GET HELP NOW

SEE HOW WE HELP
Social Media
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

- Great idea! DAV is behind this all the way!
- #LetsGoBrandon
- Veterans can protect America's schools, prevent attacks
  School shootings must be stopped so our children are safe. The best way to do t...
- A great organization! Let's help them raise money!
- Host a Fundraiser for the American Red Cross
  Submit your request to obtain permission and guidelines to fundraise on behalf...
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
Adam Alexander
2022 PSA Campaign Results

Total donated media value: $132,518,416

Total impressions: 16,755,200,202
2023 PSA Campaign Results (as of June 30)

Total donated media value: $66.8 million

Total impressions: 6.5 billion
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
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
Corral Kids

Submitted by Shirley Ann Piahoivoak, she is also the DAVA Department of Ohio Chaplain.

February 15, 2023

Disabled American Veterans Auxiliary (DAVA) Unit #63 Commander Shirley Ann Piahoivoak 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.
Volunteer Drivers

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 315-450-4343.

(Photocourtesy DAV Transportation Network)

Posted Thursday, December 1, 2022 7:30 am

Nicole A. Hanley
Staff writer
e-mail / 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**

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 else’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.

By Evan Osgood
April 19, 2020
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.
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

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 DePompeii edepompei@dav.org 859-442-2059
Thank You!

Rlewis@DAV.org

Social Media
Mstegner@DAV.org