Rob Lewis
National Communications Director
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
KEEPING OUR PROMISE TO AMERICA'S VETERANS

LIFE-CHANGING SUPPORT FOR THOSE WHO SERVED.

SEE HOW WE HELP

GET HELP NOW
Social Media
# 2023 DAV National Convention

## Tasks

<table>
<thead>
<tr>
<th>#</th>
<th>Task Name</th>
<th>Assignments</th>
<th>Duration</th>
<th>Mnt Hrs</th>
<th>Predecessors</th>
<th>Start On</th>
<th>Due On</th>
<th>% Complete</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Convention Logo</td>
<td>Marissa Coffenberry</td>
<td>35 Days</td>
<td>10 Hours</td>
<td></td>
<td>3/15/23</td>
<td>5/5/23</td>
<td>100%</td>
</tr>
<tr>
<td>2</td>
<td>Design/Create 2024 Nat'l Conv Logo, Phoenix, Arizona</td>
<td>Doreen Briones</td>
<td>30 Days</td>
<td>10 Hours</td>
<td></td>
<td>3/15/23</td>
<td>5/5/23</td>
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</tr>
<tr>
<td>3</td>
<td>Nominee Letters and Forms</td>
<td>Doreen Briones</td>
<td>31.25 Days</td>
<td>5 Hours</td>
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<td>9/26/22</td>
<td>11/10/22</td>
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<tr>
<td>4</td>
<td>National Convention Award Memos, Nominee Forms and Governing Rules</td>
<td>Doreen Briones</td>
<td>10 Days</td>
<td>2 Hours</td>
<td></td>
<td>9/26/22</td>
<td>10/7/22</td>
<td>100%</td>
</tr>
<tr>
<td>5</td>
<td>Create fillable forms with nomination letters to be used for website</td>
<td>Doreen Briones</td>
<td>2 Days</td>
<td>2 Hours</td>
<td></td>
<td>10/8/22</td>
<td>10/10/22</td>
<td>100%</td>
</tr>
<tr>
<td>6</td>
<td>Post Nomination letters and fillable form to website (National Convention Awards)</td>
<td>Doreen Briones</td>
<td>1 Day</td>
<td>1 Hour</td>
<td></td>
<td>11/10/22</td>
<td>11/10/22</td>
<td>100%</td>
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<tr>
<td>7</td>
<td>Chapter/Department Delegate Forms/Memos/Letters (Membership)</td>
<td>Doreen Briones</td>
<td>5.94 Days</td>
<td>0 Hours</td>
<td></td>
<td>12/14/22</td>
<td>12/22/22</td>
<td>100%</td>
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<tr>
<td>8</td>
<td>Review update Chapter/Department Memo and Delegate Forms</td>
<td>Doreen Briones</td>
<td>1 Day</td>
<td>0 Hours</td>
<td></td>
<td>12/14/22</td>
<td>12/22/22</td>
<td>100%</td>
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<tr>
<td>9</td>
<td>National Convention Sponsorship Brochure</td>
<td>Lisa Bogle</td>
<td>5 Days</td>
<td>80 Hours</td>
<td></td>
<td>12/28/22</td>
<td>1/5/23</td>
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<tr>
<td>10</td>
<td>Update National Convention Sponsorship Brochure</td>
<td>Marissa Coffenberry</td>
<td>0 Days</td>
<td>80 Hours</td>
<td></td>
<td>12/28/22</td>
<td>1/5/23</td>
<td>100%</td>
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<tr>
<td>11</td>
<td>Letters (One-Off)</td>
<td>Lisa Bogle</td>
<td>163.09 Days</td>
<td>259 Hours</td>
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<td>9/26/23</td>
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<tr>
<td>12</td>
<td>Letter - Invite to President</td>
<td>Lisa Bogle</td>
<td>90 Days</td>
<td>2 Hours</td>
<td></td>
<td>9/26/23</td>
<td>2/14/23</td>
<td>100%</td>
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<tr>
<td>13</td>
<td>Letter - Invite to VA Secretary</td>
<td>Lisa Bogle</td>
<td>90 Days</td>
<td>2 Hours</td>
<td></td>
<td>11/24/22</td>
<td>4/14/23</td>
<td>100%</td>
</tr>
<tr>
<td>14</td>
<td>Letters - Invite to VA Mental Health Director</td>
<td>Lisa Bogle</td>
<td>120 Days</td>
<td>2 Hours</td>
<td></td>
<td>11/8/22</td>
<td>5/12/23</td>
<td>100%</td>
</tr>
<tr>
<td>15</td>
<td>Letter - Invitations to Service and Legislative Seminar</td>
<td>Lisa Bogle</td>
<td>120 Days</td>
<td>2 Hours</td>
<td></td>
<td>11/8/22</td>
<td>5/12/23</td>
<td>100%</td>
</tr>
<tr>
<td>16</td>
<td>Letter - Medical Room Request to VA</td>
<td>Lisa Bogle</td>
<td>120 Days</td>
<td>2 Hours</td>
<td></td>
<td>11/8/22</td>
<td>5/12/23</td>
<td>100%</td>
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<tr>
<td>17</td>
<td>Letter - Medical Room Request to Medical Center Director (Detailed)</td>
<td>Lisa Bogle</td>
<td>120 Days</td>
<td>2 Hours</td>
<td></td>
<td>11/8/22</td>
<td>5/12/23</td>
<td>100%</td>
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<tr>
<td>18</td>
<td>Letter - Resolution Disposition</td>
<td>Lisa Bogle</td>
<td>120 Days</td>
<td>0 Hours</td>
<td></td>
<td>11/8/22</td>
<td>5/12/23</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Notes:**
- **Percent Complete:** 22.33%
- **Project Owner:** Doreen Briones
- **Planned Completion Date:** Aug 11, 2023
- **Condition:** AI Risk
- **Status:** Execution
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

[Image of a flag and a man in military attire]

Adam Alexander Story via Oshkosh Northwestern & syndicated in other USA Today Network outlets in Wisconsin

[Article snippet]
Veteran finds new mission after being given a five percent chance to live

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

[Article snippet]
Hometown Hero: Adam Alexander turns tragedy into triumph, shares inspiring message with others
2022 PSA Campaign Results

Total donated media value: $132,518,416

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

Total donated media value: $52.5 million

Total impressions: 4.5 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
Chapter/Department Activity

Corral Kids

Submitted by DAVA Unit #63 Commander Shirley Ann Pihelovloak and her family. She is also the DAVA Department of Ohio Chaplain. - February 15, 2023

Disabled American Veterans Auxiliary (DAVA) Unit #63 Commander Shirley Ann Pihelovloak 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 315-495-4343.

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

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.
Advocacy

Sample placements of the op-ed by Adam Greathouse
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