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TO: National Executive Committee
Department and Chapter Commanders and Adjutants
Auxiliary Department and Unit Commanders and Adjutants

FROM: Lamarr Couser, National Membership Director

DATE: October 9, 2025

SUBJECT: DAV Recruiter Rally

Membership growth is the foundation of DAV's strength, and your leadership plays a critical role in inspiring others to join our cause. We're excited to launch the 2025–2026 [DAV Recruiter Rally](#)—an opportunity to not only strengthen our ranks but also reward those who share DAV's mission with new members.

By recruiting just one new DAV life member before June 30, 2026, participants will be entered to win a trip for two to the 2026 DAV and Auxiliary National Convention in Orlando, Florida, including airfare, lodging, registration and \$2,500 in spending money.

Rally details:

- Timeline: May 1, 2025–June 30, 2026
- Eligibility: Any DAV or Auxiliary member who recruits at least one new DAV member (DAV employees aren't eligible); no payment or donation required
- Prize: Convention trip package plus \$2,500
- Winner: Announced after July 1, 2026 (winner will be issued a 1099-MISC tax form)

As leaders, you play a vital role in:

- Promoting the rally within your chapters and units
- Educating members on best practices for recruiting, including using the Recruitment Resource (digital or print) with talking points and FAQ
- Encouraging participation by highlighting the importance of membership growth and the incentives available

Together, we can expand DAV's reach, welcome new voices to our mission, and strengthen the foundation of service and advocacy for disabled veterans.

Please see the [digital](#) or [print](#) Recruitment Resource to prepare yourself with talking points and frequently asked questions about DAV membership.

As always, we're grateful for your work in our communities, and if you have any questions or concerns, you can always reach out to our team at membership@dav.org.

Lamarr Couser
National Membership Director

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