C&A Orientation
2023
Fundraising
Fundraising

- Direct Marketing
- Personal Philanthropy Programs (Major Gifts & Planned Giving)
- Corporate Partnerships & Sponsorships
- New Initiatives
Ford

Humana

PARTNERSHIP

USAA

EG America
Fundraising Donations

Total Revenue $117.5 Million
Direct Marketing
Direct Mail Solicitations

2022 Spring Namesticker Appeal Rollout Package

2022 June Appeal Calendar Rollout

2022 July High Value Prospectus Rollout

2022 Newsletter Rollout Package
Direct Response Television (DRTV)

HelpDAV.org
Please go online and give just 19 a month right now.

“Thank You Booth”
Face to Face is BACK!

New Canvassing Efforts Deliver Strong Performance in 2022

- Live in Tampa, Ft. Lauderdale and Nashville
- Drove over 3,600 new sustainers!
- Under $277 cost per new $25 monthly donor
- Almost $295K in canvassing revenue
Trivia Question

How many monthly donors do we have?
Digital Marketing
2022 Overall Results

- **$9MM** in gross revenue (all programs)
- **259** donated vehicles
- **139** leads for property donations
- **40,697** gifts
- **5,391** new members
- **1,537** 5K registrants
Search Engine Optimization
Display Ads

Winning Image Stats:
Conversions: 83
Link Clicks: 3681
CPA: $415
Digital Support

DAV and DAV Auxiliary Membership, 5K
Personal Philanthropy Programs

Last Will and Testament

I, being of sound and disposing mind and not acting under duress, undue influence, or duress of any kind, do publish and declare this to be my last will and testament. I hereby direct and order that all just debts, claims, and taxes are fully paid and settled. All remaining assets are to be distributed according to the provisions of this will.
Major Gifts

$4.1 Million!
DAV Honor Garden

IN HONOR OF
NAME OR MESSAGE HERE
BRANCH(ES) OF SERVICE
Our Partners

- USAA
- America
- Ford
- Humana
- golden corral
- COVE COMMUNITIES
- All American Food
- TrueCar Military
- Trulieve
- HENRY Made In America, Or Not Made At All
- TQL TOTAL QUALITY LOGISTICS
- california PIZZA KITCHEN
- DAV
- northAmerican MOVING SERVICES
- VRGC INCORPORATED
- Booz | Allen | Hamilton
There are more than **45,000** nonprofits dedicated to veterans and their families.

The Competition is Fierce!
Ways to Partner

Multi-faceted partnerships drive reach, relevance, and impact for companies

MISSION SUPPORT
CONSUMER ENGAGEMENT
EVENT SPONSORSHIP
CORPORATE FOUNDATIONS
PROGRAM PARTNER
EMPLOYEE ENGAGEMENT
Turnkey Fundraising Programs

• **What is “Turnkey”:** Car donation and real estate donation powered by CARS.

• **Revenue Goal for 2023:** $4 Million | $1.1 million YTD

• **Marketing Mix:** Budget $400k on Digital Advertising, Valpak, Radio (700 WLW), Owned channels (Magazine, Direct Mail mentions, social media, blog)

• **A Different Donor:** Requires research and time. Average donation cycle is 3 to 4 months.
• **Overview:** Organizers sign up to host a field. They fundraise to sell flags in honor of veterans. Fields are displayed on Veterans Day - outdoor planted flags or indoor paper flags.

• **Target Audiences:** Schools (middle, high schools) + Companies

**2023 Goal:** 100 Fields and $100,000

**Pilot – 10 Fields and $16,269 raised**
Thank You