



C&A Orientation 2023

Fundraising



Fundraising

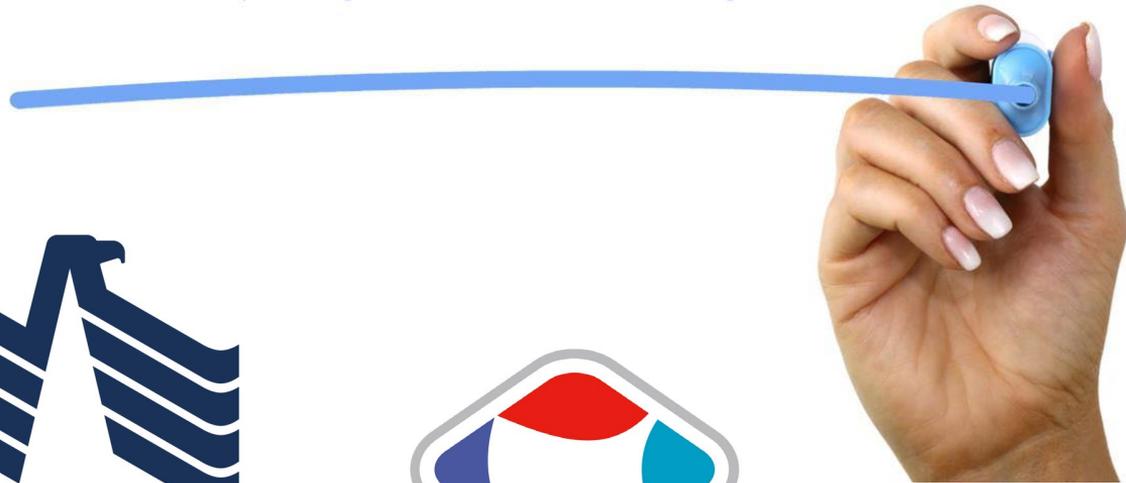
- Direct Marketing
- Personal Philanthropy Programs (Major Gifts & Planned Giving)
- Corporate Partnerships & Sponsorships
- New Initiatives



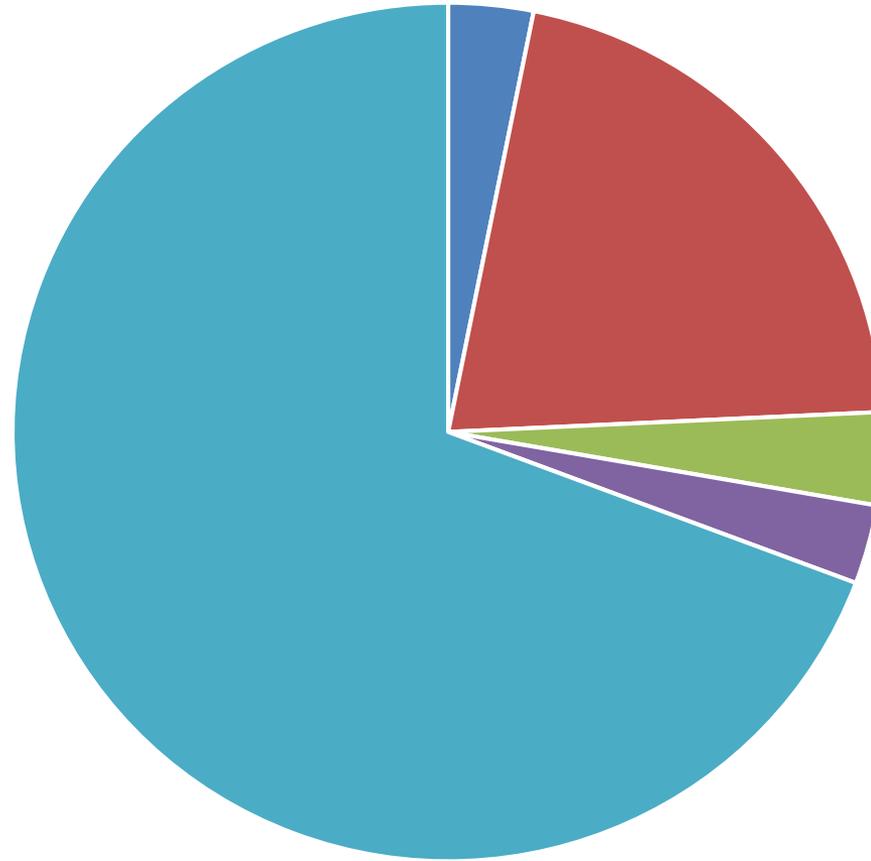


Humana

PARTNERSHIP



Fundraising Donations

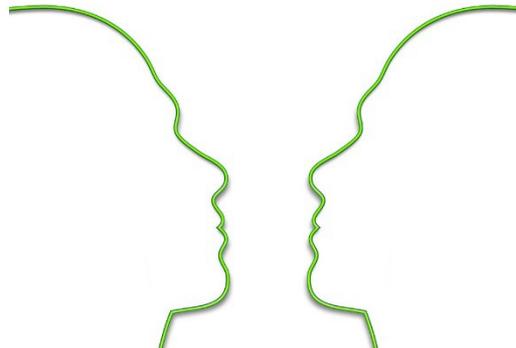
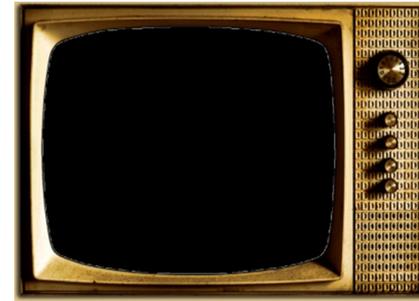


■ Corporate ■ Estate Planning ■ Major Gifts ■ New Initiatives ■ Direct Marketing



Total Revenue \$117.5 Million

Direct Marketing



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?



A young man with short dark hair, wearing a camouflage military uniform, is seated in a wheelchair. He is smiling warmly and looking slightly to his right. His hands are clasped together in front of him. To his right, a silver laptop is open on a desk. The background is a softly lit indoor space with a staircase railing visible. A white banner with green text is overlaid on the right side of the image.

Digital Marketing

2022 Overall Results



OVER
\$9MM
in gross revenue
(all programs)



259
DONATED
VEHICLES



139 LEADS
for property
donations



40,697
GIFTS

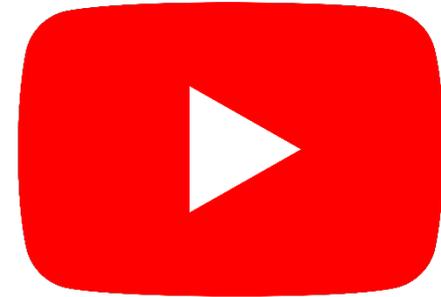


5,391
NEW MEMBERS

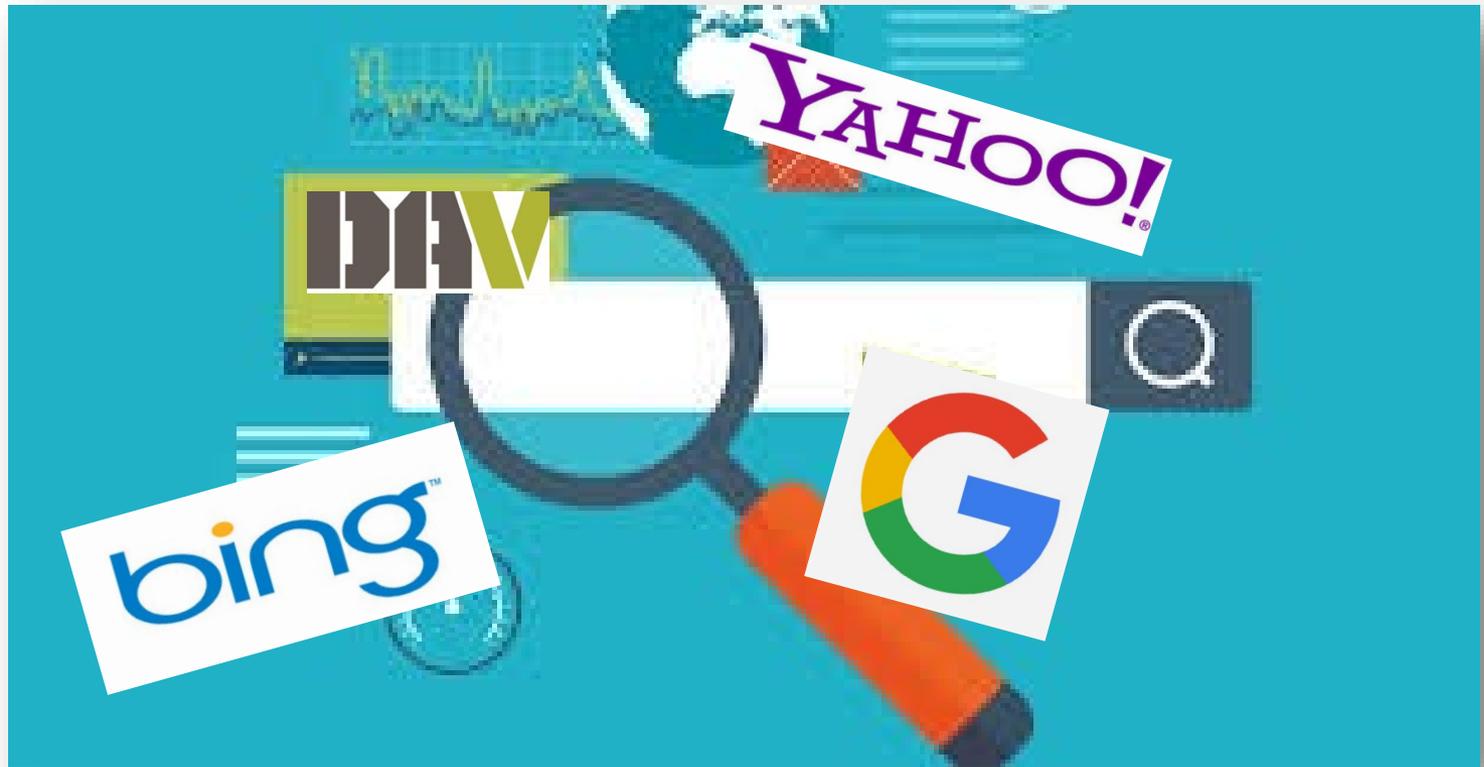


1,537
5K REGISTRANTS

Social Media/Digital Advertising



Search Engine Optimization



Display Ads



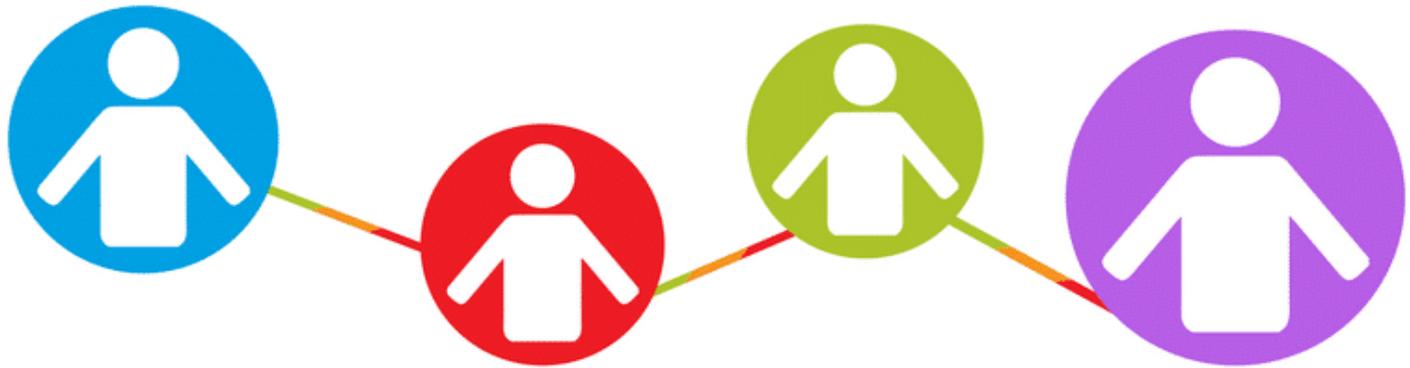
Winning Image Stats:

Conversions: 83

Link Clicks: 3681

CPA: \$415

Digital Support



DAV and DAV Auxiliary
Membership, 5K

Major Gifts



\$4.1 Million!

DAV Honor Garden



Corporate Partners



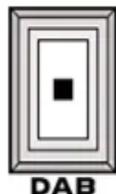
Our Partners



Humana



TrueCar
Military



Booz | Allen | Hamilton®



The Competition is Fierce!



There are more than
45,000 nonprofits
dedicated to veterans
and their families.

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



DAV 5K



RUN TO HONOR VETERANS



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.



**NEW
Initiative**

DAV
Disabled American Veterans
FIELD OF FLAGS



- **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