



National Headquarters  
P.O. Box 145550  
Cincinnati, OH 45250-9960  
tel 859-441-7300, option 7980  
toll free 888-236-8313, option 7980  
dav.org

**TO:** Department and Chapter Commanders and Adjutants  
**FROM:** Douglas K. Wells, Jr., National Membership Director  
**DATE:** November 1, 2023  
**SUBJECT:** New recruitment resources at dav.org

---

When you have a veteran in front of you who is eligible for DAV membership, it's imperative that you're able to provide quick answers to the most basic questions about our organization.

To that end, we have created a new recruitment resource under the **Member Resources** section of **dav.org**.

This online resource points you to short, easy-to-digest videos about eligibility; the value of membership; why there are membership dues; and even a quick elevator pitch focusing on why nonmember veterans should join DAV. The section also details how members can use Recruit A Warrior links and QR codes.

You can locate this tool under the “**Publicity**” tile, and it's available both as a digital version, as well as a printable 2-page document to utilize if you'd prefer. But even with the printable version, all of the online resources are still available by scanning the included QR code.

Like any tool, this recruitment resource will only be useful if you use it. So, study this resource and put your best foot forward when talking to eligible veterans about joining DAV. Remember, it's you—our members—who recruit and mentor the future leaders of our organization.

Sharpening your recruitment skills can make all the difference for those seeking assistance for themselves or others. Please make sure you share this information with your members so they can improve their recruiting skills.

Douglas K. Wells, Jr.  
National Membership Director

DKW:as

cc: National Executive Committee  
Interim Committee Members