

DAV EMPOWERS VETERANS

RESPECT

ADVOCACY

HONOR

SUPPORT

COMMITMENT

# National Convention

## Membership Seminar

### Orlando, Florida

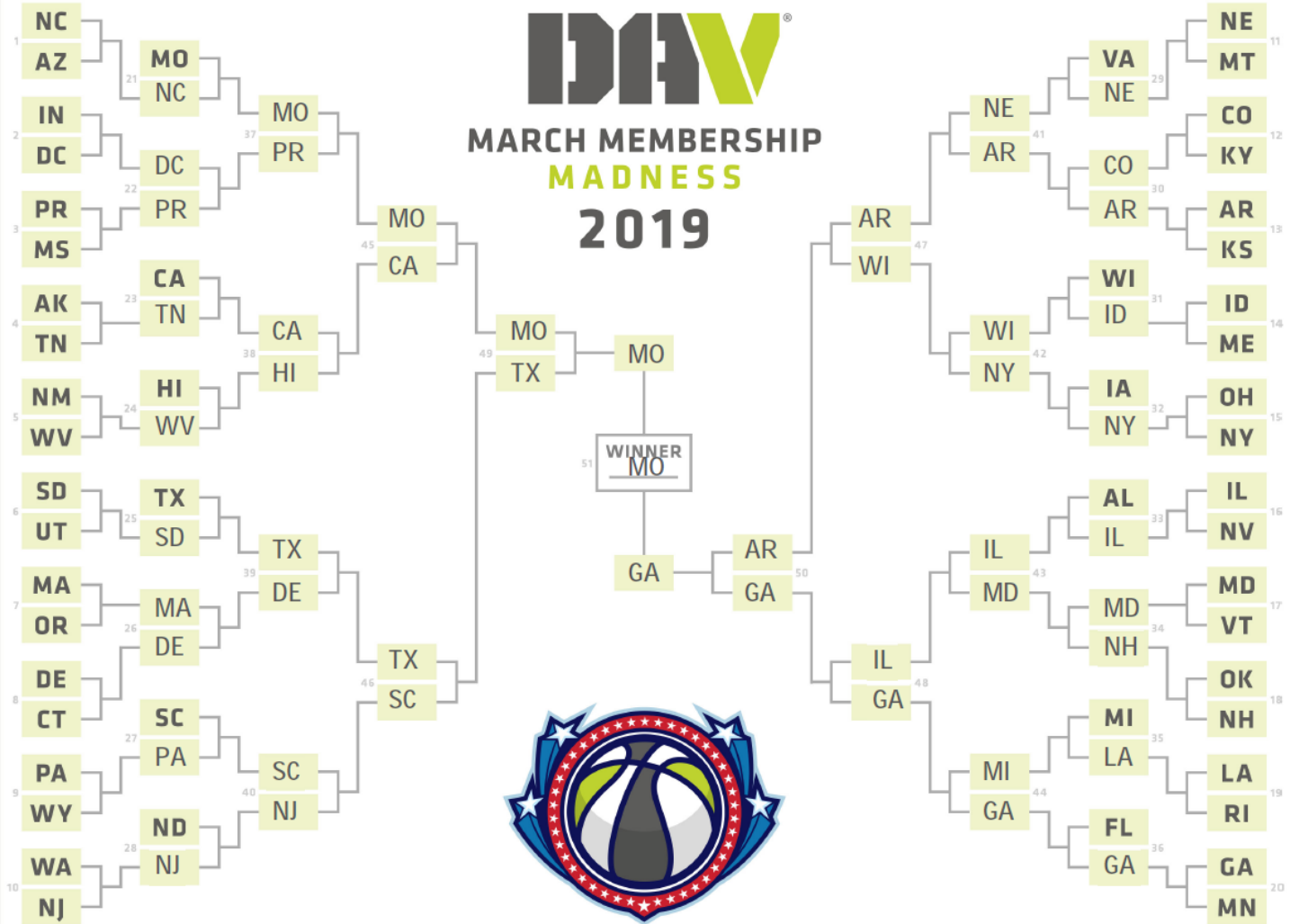
### August 4, 2019<sup>★</sup>

**Doug Wells**  
National Membership Director  
[dwells@dav.org](mailto:dwells@dav.org)  
(859) 442-2060



# March Membership Madness

## DAV<sup>®</sup> MARCH MEMBERSHIP MADNESS 2019



# March Membership Madness



MARCH MEMBERSHIP  
MADNESS



- Department Champion
- Department MVP
- Top Individual Recruiter
- Runner-up
- The winning Departments will also receive \$250 Gift Cards from Office Depot!
- Organic Recruiting
- Higher Conversion Rate
- Any Online Recruiting Platform Can Be Used

# Membership Goal

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- Part Life *and* Full Life Count Toward Goal
- Goal Based on Prospect “Hot List”
- Chapters must request from NHQ
- Membership List Request Form
- New CRM Geocoding
- Evolving Process
- 1-888-236-8313
- [MembershipPublic@davmail.org](mailto:MembershipPublic@davmail.org)





# Recruitment Points

- 1 to 3 Points per New Member Recruited
- Older Points Will Expire
- July 1, 2020
- Annual 3-year Rolling Basis



# Recruit a Warrior!



## Recruit a Warrior

Invite your fellow veterans to join DAV and for a limited time, you'll have the opportunity to win \$1,000\*! Make sure to send them your unique referral link, which will track how many new members you've recruited to our community. Get started below!



### 1. Get your referral link

Enter your email address below to receive your personalized referral link.



### 2. Spread the word

Share your link with fellow veterans and invite them to join our ranks.



### 3. Grow our community and win!

Each new member you successfully recruit through your link earns you an entry into our drawing for \$1,000.

[GET YOUR REFERRAL LINK](#)

As a DAV member, you know firsthand the power and value of our network – over 1 million veterans strong and growing. We use this powerful community to fight to improve the lives of all veterans.

## Show Your Support



Add our custom DAV membership frame to your Facebook profile

[GET STARTED](#)

\*Current members will only receive referral credit for new members who join using a member's personalized link. Referrals must pay for their membership (either in-full or monthly) in order to count towards a member's drawing entry. Value of prize may be subject to taxation and will be reported as required by law. Contest ends November 30, 2019.



- About DAV
- Privacy Policy
- Site Map
- Events

- DAV Store
- Esale Planning
- Contact Us
- Equity

- Membership System
- Employee Access

# Recruit a Warrior



Hi Samantha,

Here is your Recruit a Warrior referral link:

[https://secure.dav.org/site/Donation2?  
df\\_id=18295&mfc\\_pref=T&18295.donation=form1&refID=7776870](https://secure.dav.org/site/Donation2?df_id=18295&mfc_pref=T&18295.donation=form1&refID=7776870)

To share your link through Email, Facebook and Twitter, click on the easy share options below:



Or simply copy and paste your link to share it however you'd like.

***Remember, for a limited time, the more warriors you recruit the more chances you'll have to win \$1,000\*!***

Thank you for your dedication to our organization and for helping us grow our DAV community.

Sincerely,

The Recruit a Warrior Team

*\*Current members will only receive referral credit for new members who join using a member's personalized link. Referrals must pay for their membership (either in-full or monthly) in order to count towards a member's drawing entry. Value of prize may be subject to taxation and will be reported as required by law. Contest ends November 30, 2019.*

# Recruit a Warrior



Hello,

Thank you for participating in DAV's Recruit a Warrior program.

Unfortunately, our online system did not identify you as a DAV member. If you signed up as a member using a different email address, please [try requesting your link again](#) using that email.

If you believe this to be an error or if you'd like to sign-up as a member today, please email [membershippublic@dav.org](mailto:membershippublic@dav.org) or call 1-888-236-8313 to speak with a membership specialist.

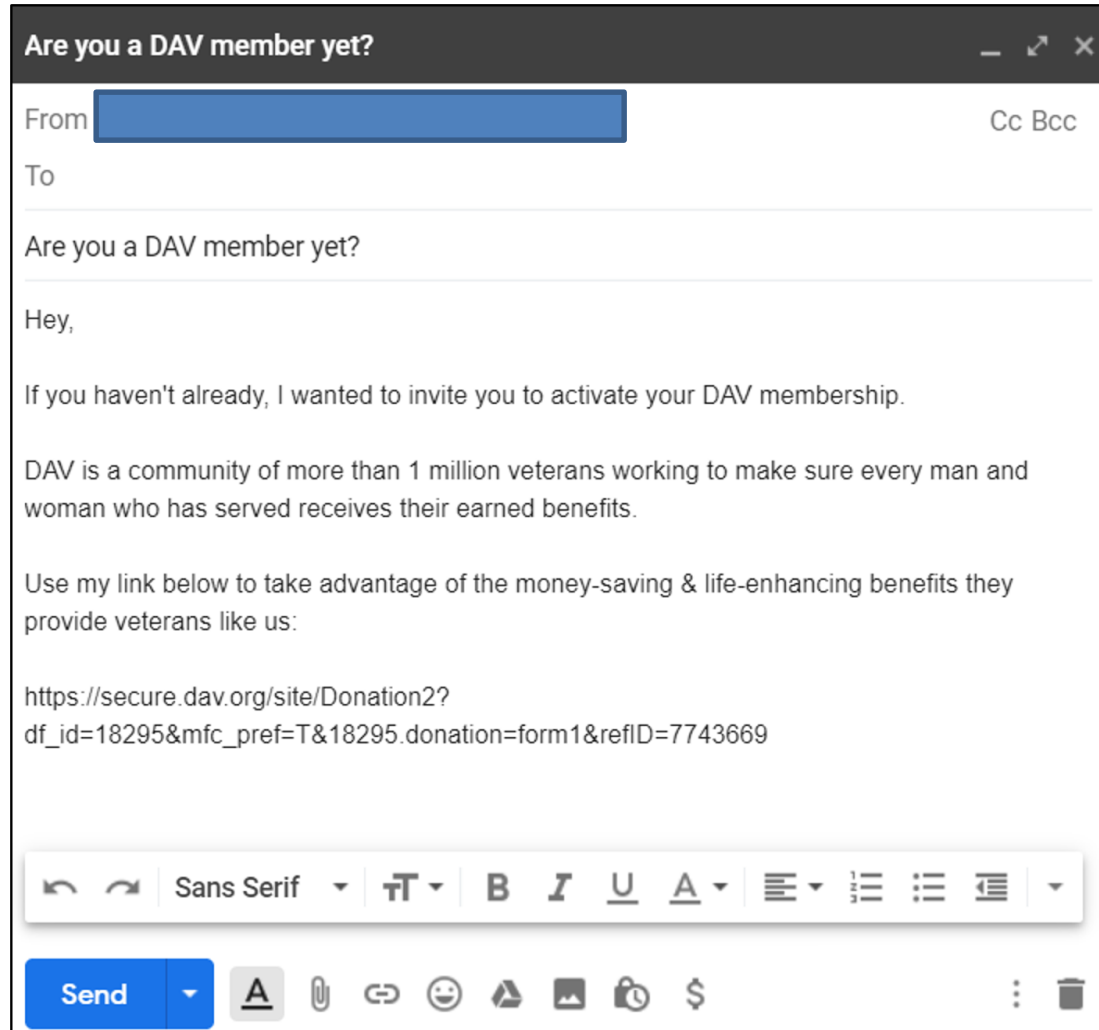
Thank you for your interest in growing our DAV community!

Sincerely,

The Recruit a Warrior Team

# Recruit a Warrior

When the Email Button is clicked, the following pre-written email opens:



The screenshot shows an email composition window with the following content:

**Are you a DAV member yet?** [Window Title]

From: [Redacted] Cc Bcc

To:

Are you a DAV member yet?

Hey,

If you haven't already, I wanted to invite you to activate your DAV membership.


DAV is a community of more than 1 million veterans working to make sure every man and woman who has served receives their earned benefits.

Use my link below to take advantage of the money-saving & life-enhancing benefits they provide veterans like us:



[https://secure.dav.org/site/Donation2?df\\_id=18295&mfc\\_pref=T&18295.donation=form1&refID=7743669](https://secure.dav.org/site/Donation2?df_id=18295&mfc_pref=T&18295.donation=form1&refID=7743669)


[Rich Text Editor: Undo, Redo, Sans Serif, Font Size, Bold, Italic, Underline, Text Color, Paragraph, Bulleted List, Numbered List, Indent, Outdent, Send, Text Color, Link, Image, Smiley, Video, Photo, Currency, More, Delete]

# Recruit a Warrior

 Share on Facebook

Share to News Feed or Story ▾

   
Say something about this...




**JOIN OUR COMMUNITY OF  
MORE THAN 1 MILLION  
VETERANS**

**JOIN OUR RANKS** >>>

SECURE.DAV.ORG  
**I'm a proud DAV member. Will you join me?**  
If you haven't already, activate your membership today to take advantage of th...

# Recruit a Warrior

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Sign up >

### What's happening?

I'm a proud [DAV](#) member- will you join me? Activate your membership today to take advantage of the money-saving & life-enhancing benefits [DAV](#) provides veterans like us.

[https://secure.dav.org/site/Donation2?  
df\\_id=18295&mfc\\_pref=T&18295.donation=form1&refID=7743669](https://secure.dav.org/site/Donation2?df_id=18295&mfc_pref=T&18295.donation=form1&refID=7743669)

[Log in and Tweet](#)

Remember me · [Forgot password?](#)

# Recruit a Warrior

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- [DAV.org/warrior](http://DAV.org/warrior)
- Call NHQ
- September 15<sup>th</sup> – November 30<sup>th</sup>
- 1 Entry per New Member
- \$1000



# Member Advantages Partners

- Members enjoy discounts and special offers from our growing family of partners.
- In return for our members using their services each of these partners give back a portion to DAV.
- Visit [www.dav.org/membership/member-advantages](http://www.dav.org/membership/member-advantages) to learn more about the offers and stay updated on new partners



# Questions and Answers

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