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TO: National Executive Committee
Department and Chapter Commanders and Adjutants
National Interim Membership Committee
National Service Officers

FROM: Lamarr Couser, National Membership Director

DATE: March 9, 2026

SUBJECT: DAV March Membership Madness

I'm excited to once again invite you to join us in celebrating DAV March Membership Madness. This friendly tournament will run from March 16–April 5, pitting our departments against each other in a bracket-style competition designed to build camaraderie and inspire recruitment.

Departments will advance each Monday and Thursday based on the highest percentage increase in new members recruited using any DAV online membership application, measured against goals established at the start of the membership year. Even if your department is eliminated from the competition, it can still earn recognition as the Department MVP by recruiting the most new members online during the tournament period.

The Department Champion and Department MVP will each receive a stylish trophy and a \$250 Visa gift card. The top two individual recruiters who bring in at least 25 new members online will receive iPads. Only new members (both part life and full life) recruited via DAV's online membership applications will count toward tournament progress and awards.

When reviewing the enclosed tournament bracket, you'll notice that some departments have a first-round bye to ensure proper seeding. Seeding was determined by each department's success in last year's March Membership Madness. The latest bracket updates are available in the Member Resources section of dav.org under the [Member Leaders](#) tile.

Remember—department size and available resources aren't the keys to victory. What truly matters is each member stepping up to recruit an eligible fellow veteran to join DAV. To help, department and chapter leaders can request a hot list from the National Membership Department, highlighting the most viable prospective members in your area.

If you have any questions or need assistance, please don't hesitate to reach out to my staff or me. Good luck to all departments—and let's make this year's DAV March Membership Madness the best one yet!

Lamarr Couser
National Membership Director

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March 16-18

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MARCH MEMBERSHIP MADNESS

2026

