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

FROM: Douglas K. Wells Jr., National Membership Director

DATE: March 12 2025

SUBJECT: DAV March Membership Madness

I once again invite you to join me in celebrating DAV MARCH MEMBERSHIP MADNESS! This tournament will run March 17–April 6 and will organize our departments in a bracket-style format to encourage camaraderie and inspire members of their chapters to assist with this effort.

Departments will advance each Monday and Thursday based on the highest percentage increase of new members recruited using any DAV online membership application versus their goals established at the beginning of the membership year. Should a department be eliminated from the actual tournament, it can still be recognized as Department MVP by recruiting the most new members using any online membership application during this time frame.

In addition to stylish trophies, the tournament Department Champion and Department MVP will each receive a \$250 Office Depot gift card. Further, the top two individual recruiters, who recruit a minimum of 25 new members using online membership applications, will each receive engraved iPads. Only those new members, both part life and full life, recruited via DAV's online membership applications will be counted toward this effort.

Upon examining the enclosed bracket, you will notice that some departments were given a first-round bye in order to facilitate proper seeding of the tournament. Seeding is based on success in the previous March Membership Madness effort. An up-to-date copy of the bracket will be available for your review in the Member Resources section of dav.org under the Member Leaders tile so that you can follow along with the tournament's progress.

Remember, the size of a department does not matter in this tournament, nor does the breadth of resources a department may have. What matters is individual members locating and recruiting an eligible fellow veteran to join our great organization. To assist with this endeavor, department and chapter leaders can request a hot list from the National Membership Department for the most viable prospective members in your area.

Let my staff or me know if you have any questions or concerns. And good luck!

Douglas K. Wells Jr.
National Membership Director

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