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TO: National Executive Committee
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FROM: Barry A. Jesinoski, National Adjutant

DATE: October 1, 2024

SUBJECT: Veterans Day 2024

This year marks our nation's 70th Veterans Day. Nov. 11 was first recognized as such in 1954, thanks to a yearslong campaign led by World War II veteran Raymond Weeks. As we join together to honor this sacred tradition, I'd like to thank you for your dedication to recognizing and serving veterans year-round. Your tireless work helps us fulfill DAV's mission—one even older than Veterans Day—and allows us to continue providing a lifetime of support for veterans and their families.

Here are some things to be aware of and promote this Veterans Day:

One of the driving forces behind DAV's mission of empowering veterans to lead high-quality lives is **volunteerism**. DAV is committed to making sure our volunteers, veterans, families and communities are cared for. Veterans Day is the perfect time to promote volunteerforveterans.org to friends, family and fellow veterans. Encourage those in your community to create an account to volunteer, get assistance, or identify a veteran or caregiver who needs help. Please continue to direct people to [DAV's website](https://dav.org) for more information, and be sure to share your efforts with us on social media by tagging @DAVHQ.

The **DAV 5K Walk, Roll, Run or Ride to Honor America's Veterans** event will take place in person in Cincinnati on Saturday, **Nov. 9**, and as a virtual challenge **Nov. 8–11**, giving participants a chance to take part from anywhere in the world. The DAV 5K raises awareness of the challenges ill and injured veterans face every day and brings communities together to honor their service and sacrifice. Visit dav5k.org for more information on how to register for the race or to volunteer.

A list of **Veterans Day discounts** will be made available on dav.org/discounts closer to the holiday. Please share this resource with your members and local veterans so they may benefit from the special deals companies are offering in gratitude for their service. This includes **Military Appreciation Night**, hosted by Golden Corral, with free meals for veterans and active-duty service members. The event also gives DAV members the opportunity to raise money and awareness of the organization. Since 2001, the tradition has helped raise more than \$19 million in donations for DAV.

Each year, many of our members are asked to represent DAV in their local communities during Veterans Day events. **A sample speech is attached for your use.** You can use it as is or customize it as appropriate. Additionally, this year we have included **a speech written specifically for an audience that is 18 and younger.** It can be used at schools and youth-oriented events. Also of note is **an informative flyer** that teaches younger Americans about Veterans Day and how they can support those who served. You can find these materials under the News & Media tab at dav.org, in the [Speeches](#) section.

In addition to your participation in events surrounding the holiday, we encourage you to consider submitting **opinion articles, or op-eds**, to local media to mark our special day and spread awareness of DAV's work. We've attached a suggested editorial you can personalize and submit to the leading print or digital publication in your area. If applicable, coordinate with your fellow members to avoid duplicate submissions. Details about where and how to submit the op-ed should be available on each publication's website. In larger media markets, the publication may ask if the op-ed is exclusive to its publication. The answer is no. **Please send copies of submitted op-eds to Assistant National Communications Director Matthew Saintsing at msaintsing@dav.org.**

Stay tuned to our [website](#), [Facebook page](#), [YouTube channel](#), [Instagram](#), [LinkedIn](#) and [X \(formerly Twitter\)](#) for more information now and throughout the year. Our social platforms are the fastest way to ensure you have the most up-to-date information pertaining to our organization. Also, continue to watch and listen for our public service announcements in print, radio and television, and please [share](#) them as much as you can. The more awareness we can create for our cause, the more veterans and families we will be able to serve.

Veterans Day is a perfect time for us to demonstrate what DAV is all about. Your efforts as leaders of DAV help ensure the American public remembers and cares for our injured and ill veterans. Thank you in advance for all you do this coming Veterans Day.



Barry A. Jesinoski
National Adjutant

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