KEEPING OUR PROMISE TO AMERICA'S VETERANS

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

DATE: October 27, 2026

SUBJECT: Veterans Day 2026

As Veterans Day approaches, thank you for the work you do every day to honor and serve the men and women who served. Your commitment throughout the year strengthens DAV's mission and helps ensure veterans and their families have access to the benefits, resources and support they've earned.

As we prepare to commemorate Veterans Day, please keep the following opportunities and resources in mind:

Volunteerism remains central to DAV's mission of empowering veterans to lead high-quality lives. Veterans Day offers an especially meaningful opportunity to encourage friends, family members and fellow veterans to get involved through **volunteerforveterans.org.** Members of your community can create an account to volunteer, request assistance, or identify a veteran or caregiver who could use a helping hand. Continue directing people to **DAV's website** for additional information and let us know how you're making a difference by tagging @DAVHQ on social media or emailing feedback@dav.org.

The **DAV 5K Walk, Roll, Run or Ride to Honor America's Veterans** will return this year with an in-person event in Cincinnati on Saturday, Nov. 7, along with a virtual challenge Nov. 7–11 that allows supporters around the world to participate. The DAV 5K brings communities together while raising awareness of the challenges ill and injured veterans face and recognizing their service and sacrifice. Visit **dav5k.org** to learn more about registering or volunteering.

Once again, DAV is sharing a list of **Veterans Day discounts** at **dav.org/discounts** as the holiday approaches. Please share this resource with members and veterans in your communities so they can take advantage of offers from businesses recognizing their service.

Veterans Day will also include **Military Appreciation Night**, hosted by Golden Corral on Veterans Day, where veterans and active-duty service members can receive a free meal. In addition to honoring those who served, the event provides DAV members with an opportunity to raise awareness and support for our organization. Since the partnership began in 2001, Military Appreciation Night has generated more than $21.5 million in donations for DAV. Additional guidance is available in the **Military Appreciation Night memo** on the **Member Leaders page** of dav.org.

Many DAV members will represent our organization at Veterans Day observances in their communities. To help prepare for those opportunities, we've provided a **sample speech** that can be delivered as written or adapted for your audience. That resource can be found under the News & Media tab of dav.org in the **Speeches** section.

Beyond participating in local events, members can help amplify DAV's message by submitting **opinion articles, or op-eds**, to local news outlets. We've included a suggested editorial that you can personalize and submit to print or digital publications in your community. Please coordinate with other DAV members when appropriate to prevent duplicate submissions. Individual publications generally provide submission instructions on their websites, and outlets in larger media markets may ask whether the article is being offered exclusively to them. **It isn't**. Please send copies of submitted op-eds to Assistant National Communications Director Matt Saintsing at msaintsing@dav.org.

Please continue following DAV's **website**; **YouTube channel**; and **Facebook**, **Instagram**, **LinkedIn** and **X** for news and information leading up to Veterans Day and throughout the year. Our social media channels are among the quickest ways to stay informed about DAV's work and activities. We also encourage you to watch and listen to DAV public service announcements in print, radio and television and **share** them whenever possible. Every person we reach increases awareness of our mission and can help connect more veterans and families with the support they need.

Veterans Day gives all of us a precious opportunity to show our communities what DAV stands for. Through your leadership and participation, we can help ensure Americans continue to honor the sacrifices of our nation's veterans and remember our obligation to those who were injured or became ill as a result of their service. Thank you for everything you will do to make this Veterans Day memorable and meaningful.



Barry A. Jesinoski
National Adjutant

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