



DAV EMPOWERS VETERANS

RESPECT

ADVOCACY

HONOR

SUPPORT

COMMITMENT

Membership Workshop

DAV Mid-Winter Conference

February 25, 2018[★]

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Membership File Integrity

- 37K Purged at YE 2017 (No Valid Contact Info)
- 188K Current Trial Members
- 183K Will Move to Member Prospect File
- 80K “Part-Life” - No Payments
- Trial Member Spreadsheets to Departments
- New Trials Members
- Transition Service Officers
- DAV All Veterans Career Fairs



New Membership Goal Formula

- January 4, 2018 Memo
- Zip Code Spreadsheets
- Designate Every Zip Code
- March 1, 2018 Deadline
- Emphasis on New Members – Part or Full Life
- Member Prospect File
- Routine Distribution of File
- Goal Unchanged for Current Membership Year



Membership Standings/Divisions



MEMBERSHIP STANDINGS

As of 06/06/2017

Present Standing	State	Life Member Population	Life Goal	% of Goal	Goal Variance
Division I					
1	MASSACHUSETTS	27,038	26,965	100.27%	73
2	NEW YORK	41,465	41,410	100.13%	55
3	PENNSYLVANIA	28,839	28,841	99.99%	-2
4	CALIFORNIA	67,497	67,722	99.67%	-225
5	OHIO	29,369	29,571	99.32%	-202
6	FLORIDA	56,610	57,077	99.18%	-467
7	TEXAS	59,787	60,864	98.23%	-1,077
8	NORTH CAROLINA	31,299	31,889	98.15%	-590
9	VIRGINIA	25,918	26,607	97.41%	-689
10	MICHIGAN	23,368	23,990	97.41%	-622
Division Totals		391,190	394,936	99.05%	-3,746
Division II					
1	MINNESOTA	18,781	18,453	101.78%	328
2	COLORADO	17,221	17,290	99.60%	-69
3	WASHINGTON	18,185	18,287	99.44%	-102
4	MISSOURI	17,643	17,761	99.34%	-118
5	NEW JERSEY	17,884	18,034	99.17%	-150
6	KENTUCKY	17,037	17,205	99.02%	-168
7	OKLAHOMA	17,469	17,803	98.12%	-334
8	ALABAMA	16,889	17,308	97.58%	-419
9	GEORGIA	18,564	19,133	97.03%	-569
10	ARIZONA	18,268	18,874	96.79%	-606
Division Totals		177,941	180,148	98.77%	-2,207
Division III					
1	WISCONSIN	14,194	14,185	100.06%	9
2	ILLINOIS	16,100	16,157	99.65%	-57
3	ARKANSAS	10,562	10,671	98.98%	-109
4	OREGON	8,041	8,131	98.89%	-90
5	NEW MEXICO	9,821	9,939	98.81%	-118
6	TENNESSEE	15,673	15,895	98.60%	-222
7	MARYLAND	13,810	14,012	98.56%	-202
8	LOUISIANA	10,178	10,375	98.10%	-197
9	SOUTH CAROLINA	16,105	16,591	97.07%	-486
10	INDIANA	15,098	15,588	96.86%	-490
Division Totals		129,582	131,544	98.51%	-1,962



Membership Standings/Divisions



MEMBERSHIP STANDINGS

As of 06/06/2017

Present Standing	State	Life Member Population	Life Goal	% of Goal	Goal Variance
Division IV					
1	HAWAII	5,300	5,241	101.13%	59
2	NEW HAMPSHIRE	5,094	5,058	100.71%	36
3	NEVADA	6,330	6,288	100.67%	42
4	IOWA	6,224	6,197	100.44%	27
5	NEBRASKA	6,260	6,246	100.22%	14
6	MAINE	6,919	6,949	99.57%	-30
7	KANSAS	6,167	6,213	99.26%	-46
8	CONNECTICUT	7,625	7,717	98.81%	-92
9	MISSISSIPPI	5,218	5,302	98.42%	-84
10	WEST VIRGINIA	7,247	7,367	98.37%	-120
11	PUERTO RICO	7,877	8,037	98.01%	-160
Division Totals		70,261	70,615	99.50%	-354
Division V					
1	SOUTH DAKOTA	4,547	4,497	101.11%	50
2	RHODE ISLAND	4,309	4,279	100.70%	30
3	NORTH DAKOTA	4,507	4,488	100.42%	19
4	DELAWARE	2,196	2,190	100.27%	6
5	VERMONT	2,257	2,265	99.65%	-8
6	MONTANA	3,719	3,739	99.47%	-20
7	UTAH	4,762	4,795	99.31%	-33
8	ALASKA	2,610	2,629	99.28%	-19
9	IDAHO	4,730	4,771	99.14%	-41
10	WYOMING	1,581	1,605	98.50%	-24
11	D C	1,840	1,872	98.29%	-32
Division Totals		37,058	37,130	99.81%	-72
National Totals		891,196	898,076	99.23%	-6,880



DAV Member Benefits Program



Ford

DAV members receive savings on Ford and Lincoln vehicles, as well as reimbursements for up to \$1000 toward the cost of installed adaptive equipment.



T-Mobile

T-Mobile has teamed up with Business Mobility Partners to offer exclusive savings to DAV members on T-Mobile products and services. Get the coverage you need through their advanced nationwide network.



Identity Guard®

Your identity is unique. Let Identity Guard help you keep it that way! Identity Guard monitors your valuable credit and identity information, with alerts that can help you respond quickly if certain changes indicating fraudulent activity are detected.



Mobility Roadside Assistance™

Get peace of mind through exclusive savings for DAV Members and their families on emergency and paratransit roadside assistance.



USAA

USAA is the exclusive credit card provider to DAV. The DAV USAA Rewards™ credit card allows members to give back to DAV through everyday purchases.



PCSgrades

PCSgrades helps solve relocation problems through trusted reviews BY and FOR veterans and service members on neighborhoods, REALTORS®, schools and more. Get significant discounts on REALTORS® and mortgage lenders.



North American Moving Discounts

Exclusive discounts on professional interstate moving services, storage-in-transit, personal property protection coverage plans and moving supplies.

Fall In! with DAV Membership



[DAV HOME](#)

[ABOUT US](#)

[JOIN NOW](#)



Dear Rebecca,

My name is Dr. Lisa Kirk Brown, and I'm proud to say I served as a medical officer in the USAF, USAF Reserves, and Air National Guard (ANG) during my military career, which spanned three decades.

[I'm also proud to be a DAV member.](#) After all, when I needed them most, they were there for me.

In 1999, I was diagnosed with Multiple Sclerosis (MS). Then, in 2013, I discovered the medication I was taking caused me to get Lupus. *I was devastated ... and afraid.*

Although I retired from the ANG, I hadn't applied for my VA benefits until a DAV Service Officer (a VA benefits expert) explained to me that I qualified for them. As a career military member and a retiree, I felt stupid that I didn't know more about veterans' benefits. My service officer, who was so kind, he explained to me that many servicemen and women are unaware of the benefits they've earned. And not just veterans who are injured in combat — those with chronic illnesses like me, too.



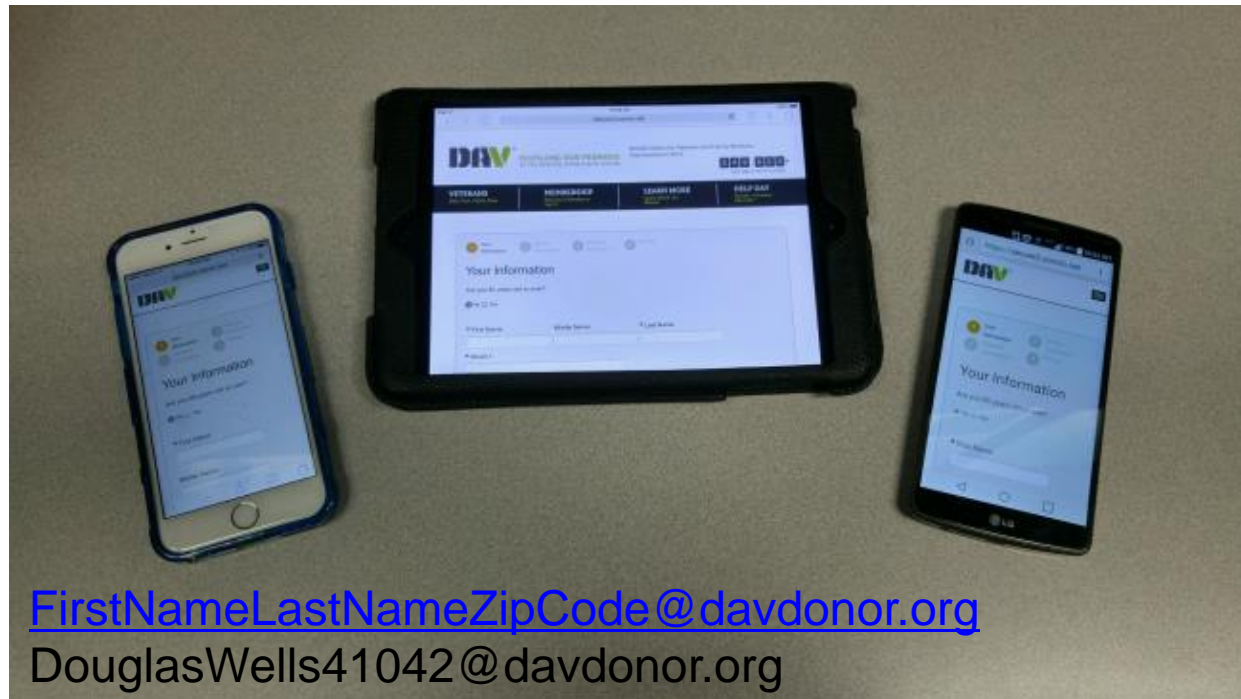
Once DAV was involved, it was as if I had an army behind me to keep things moving. Now, I'm a lifetime member of DAV and part of the DAV "army," volunteering and advocating for all



Accessing the Online Application

You can access the DAV online membership application on any personal computer, smartphone, or tablet. If you have a device with internet access, you always have a DAV membership application!

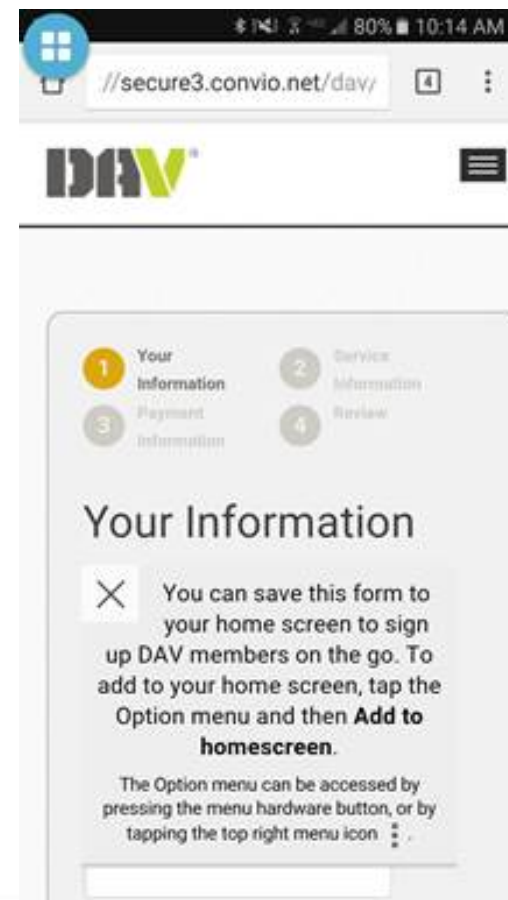
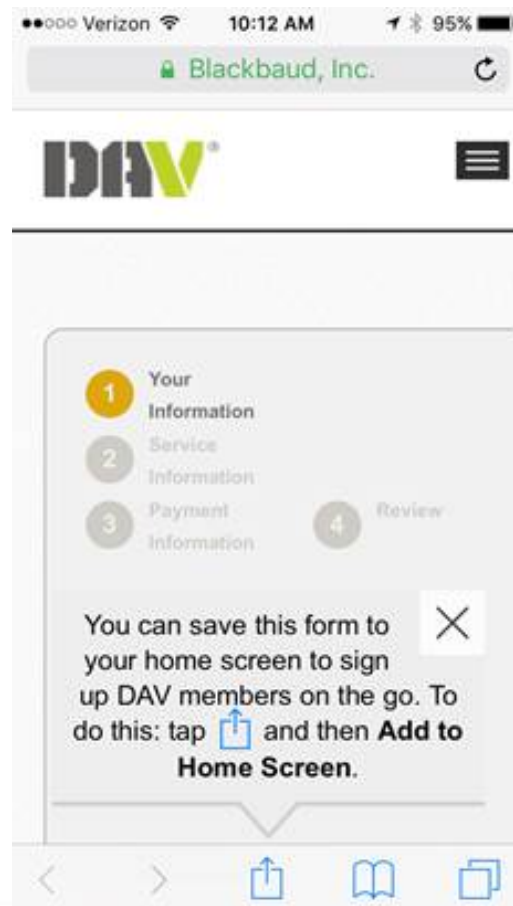
Access the Webinar in the Members Only Section.



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Mobile Device Application

dav.org/memberapp



Membership Recruitment Points

- Traditional System
- Paper or Online
- Part Life = 1 Point
- Full Life = 2 Points
- As of 10/1/16
- Online Only
- Part Life = 1 Point
- Full Life = 3 Points



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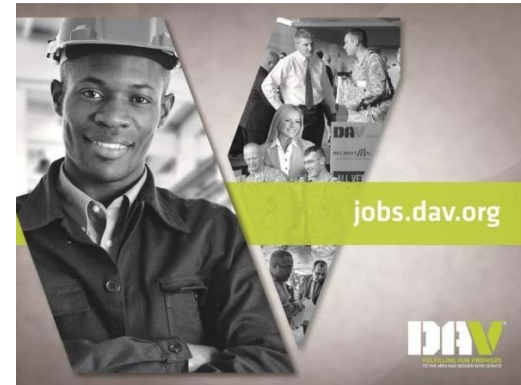
DAV Lapel Pin

Code: DAV0199
\$4.00



A New Paradigm in Recruiting

- Service First
 - VA Claims Assistance
 - Transportation Network
 - Local Veterans Assistance Program (LVAP)
 - All Veteran Career Fairs
- Legislative Efforts (Commander's Action Network)
- Chapter Meetings and Other Functions
- Offer Membership



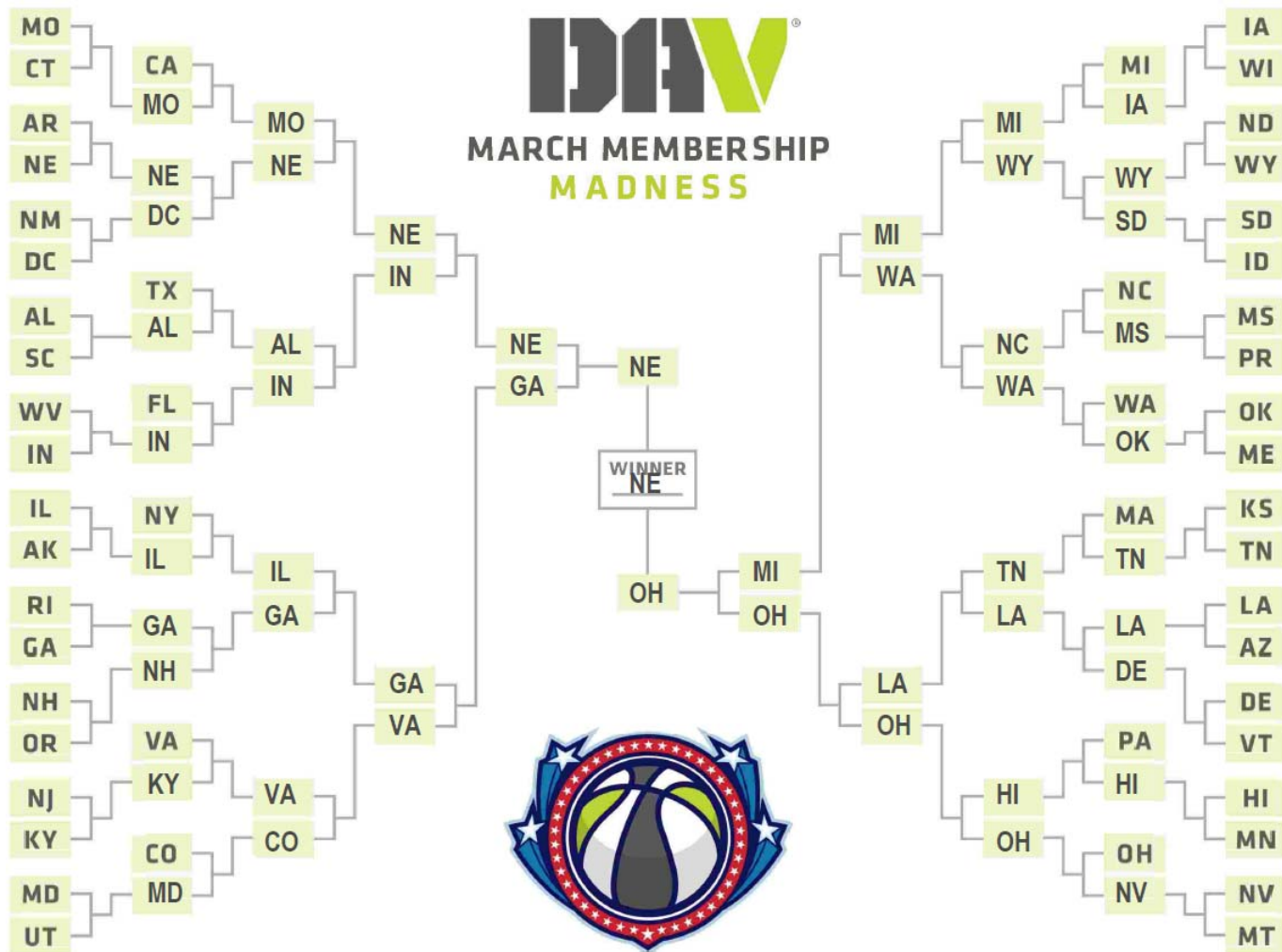
A New Paradigm in Recruiting

- How to Recruit Trial Members or Other Member Prospects?

- Letters
- Emails
- Phone Calls
- Visitation
- Invitation to Events (Picnics, etc.)



March Membership Madness



March Membership Madness



MARCH MEMBERSHIP
MADNESS



- Department Champion
- Department MVP
- Nebraska won both
- Top Individual Recruiter
- Runner-up
- The winning Departments will also receive \$250 Gift Cards from Office Depot!
- Higher Conversion Rate
- Any Online Recruiting Platform Can Be Used
- March 8th – 28th

Questions and Answers





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