



National Headquarters  
3725 Alexandria Pike  
Cold Spring, KY 41076  
Phone (859) 441-7300  
Fax (859) 441-1416  
Toll Free (877) 426-2838  
www.dav.org

## MEMORANDUM

**TO:** National Line Officers  
Board of Directors  
National Executive Committee  
Departments and Chapters  
C & A Association  
All Employees  
Pat Kemper, Auxiliary National Adjutant

**FROM:** J. Marc Burgess, National Adjutant

**SUBJ:** Veterans Day 2018

**DATE:** October 16, 2018

---

With Veterans Day approaching, I would like to take a brief moment to thank you all for your hard work and dedication to helping our fellow veterans. Your work every day honors DAV's mission and allows us to continue to provide a lifetime of support to ensure more veterans will get the care and benefits they earned so they can lead quality lives with respect and dignity.

This Veterans Day, DAV continues to be involved in a multitude of activities at the local, state and national levels. DAV will again be spotlighted on the national media stage, which will help further the public's knowledge of who we are and how we serve veterans. We ask that you share this information with friends, family and fellow veterans, so together we can honor those who served.

**Here are some things to watch and listen for:**

During the week leading up to Veterans Day (Nov. 5-9), look for DAV again on the popular quiz show "Who Wants To Be a Millionaire," featuring a DAV Victories for Veterans theme week with five veterans competing for the \$1 million prize. ABC will also present a \$25,000 donation to the organization. Visit [millionairetv.dadt.com](http://millionairetv.dadt.com) to find local air times. DAV messages will air across ABC's full television network this November, on ABC News Radio and AFN (American Forces Network). In addition, ABC News Radio and AFN will feature heartwarming stories of veterans' victories throughout the fall. Brantley Gilbert also supports DAV this year with his appearance in a vignette raising awareness of DAV and promoting the CMA awards, airing on ABC in 11 local markets across the country leading up to Veterans Day.

DAV will also be making a big splash on Veterans Day with a takeover of **Times Square** in **New York** again. Through our partnership with ABC, DAV brand messaging that promotes [DAV.org](http://DAV.org) will be heavily featured on four prominent billboards throughout the square (American Eagle, Express, Disney and ABC SuperSign). Additionally, DAV has had a daily flag raising ceremony air on those same four boards from Labor Day until Veterans Day for one minute each day at 9 am.

You can join celebrities like **Reba McEntire** and participate in the [DAV Thank A Vet](http://DAVThankAVet.org) program anytime through Veterans Day by visiting [DAVThankAVet.org](http://DAVThankAVet.org) and participate in the social and interactive DAV Thank A Vet mosaic experience to thank the veteran in your life.

The **I Help Veterans** campaign is back, which is dedicated to donors and individuals interested in supporting DAV's mission to empower veterans to lead high-quality lives with respect and dignity. The campaign's microsite, [IHelpVeterans.org](http://IHelpVeterans.org), will allow visitors to "take the pledge" to support veterans by creating a special photo to share on social networks. We are also honored that a number of DAV celebrity ambassadors, including Jordin Sparks, Lee Greenwood, LaDainian Tomlinson and LeAnn Rimes, have agreed to lend their voices to this important campaign. Be sure to visit the site to take the pledge yourself and see all of the exciting activity.

If you haven't encouraged friends, family and fellow veterans to log on to [VolunteerforVeterans.org](http://VolunteerforVeterans.org) yet, Veterans Day serves as the perfect time to promote this cutting-edge resource. One of the driving forces behind DAV's mission of empowering veterans to lead high-quality and fulfilled lives is volunteerism. With this online resource, it is even easier to connect veterans in need with volunteers. Encourage your community to create an account to volunteer, get assistance, or identify a veteran or caregiver who needs help. It is an easy way to give back to veterans in your area, and anyone can sign up. Visit [VolunteerforVeterans.org](http://VolunteerforVeterans.org).

**DAV 5K run, walk, roll and motorcycle ride** events will take place in [Atlanta](#); [Boston](#); [Cincinnati](#); [Kemah, Texas](#); [Newport News, Virginia](#); and [Tulsa, Oklahoma](#). The DAV 5K is designed to raise awareness of the challenges ill and injured veterans face every day, as well as bring communities together to honor veterans and their families. Visit [dav5k.org](http://dav5k.org) for more information on how to register for the race or volunteer.

Look for another time-honored Veterans Day favorite in your area, as **Golden Corral** locations nationwide will again be offering active-duty service members and veterans a free thank-you meal and beverage during the company's [Military Appreciation Night](#) on **Monday, Nov. 12, from 5 to 9 p.m.** Last year, these events provided more than 300,000 free meals to veterans and active-duty service members, while collecting more than \$1.4 million in donations to support DAV's grassroots service initiatives throughout the country. Since 2001, Golden Corral restaurants have provided nearly 5.4 million free meals and contributed over \$14 million for DAV to support community-based service initiatives for veterans.

Each year, many of our members are asked to represent DAV in their local communities and provide remarks concerning the subject of Veterans Day and its meaning to the veteran community. **A sample speech is attached for your use.** You can use it as is or customize it as you like. You can find it along with past speeches under the "Learn More" tab at [dav.org](http://dav.org), in the section labeled "Speeches." Please feel free to personalize it in order to spotlight a local veteran and member to make the remarks even more dynamic for your audience.

In addition to your participation in events surrounding the holiday, we encourage you to consider submitting opinion articles, or op-eds, through your local media to mark our special day. We've attached a suggested editorial that we encourage you to 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 Ashleigh Byrnes at [abyrnes@dav.org](mailto:abyrnes@dav.org).**

Stay tuned to our [website](#), [Facebook page](#), [YouTube channel](#), [Instagram](#) and [Twitter](#) now and throughout the year for more information. 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 show what DAV is all about, and to make ourselves a visible and active part of the community. 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, as it helps us bring more victories to veterans.

Thank you.



J. MARC BURGESS  
National Adjutant