



Membership Department
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TO: National Line Officers
Department and Chapter Officers
National Service Officers

FROM: Anthony L. Baskerville, National Membership Director

SUBJECT: **Automatic Electronic New Membership Dues Payments**

Date: July 30, 2014

I am very pleased to announce that over the last eight months the test of our new online billing product has proven to be an overwhelming success. We've obtained nearly 17,000 new members using this method. Prospective members who provide their credit card information and agree to pay at least \$10.00 per month are continuing to pay the installments to satisfy the minimum requirements of Article 11, Sections 11.4 and 11.9 of the National Bylaws, which requires a minimum of \$40.00 to initiate life membership. Of the 17,000 new members who've utilized the online billing product, more than 6,600 or nearly 40% have already paid their life membership in full. Forty percent of new members reaching full paid life member status within 8 months is remarkable and far exceeds past performance.

DAV recurring payments provides new members with a complete, predictive online payment experience that helps drive the adoption of low cost billing and payment methods; increasing the number and time it takes for part life members to achieve full life membership.

To take advantage of the DAV Automatic (New) Member Recurring Payment Program, you and prospective members can access our website <http://www.dav.org/membership/join> and click apply online now.

As a reminder, any method of membership recruitment other than this online recurring credit card payment process will continue to require a minimum of \$40.00 to establish a new membership.

You are welcome to assist prospective members to take advantage of this opportunity using your personal computer, but it's imperative you enter their email address on the online application. For membership applicants without an email address, create and insert an email address for them using the following formula; `firstnamelastnamezipcode@davdonor.org`. Be sure to also provide your name as sponsor and membership code number on all DAV membership applications.

With clarification of the National Judge Advocate and approval by the National Commander no changes to our National Bylaws are required to fully implement this method of new membership application processing.

DAV is concerned about the security of its members' personal information and is Payment Card industry (PCI) Data Security Compliant. As such, you are urged to strictly adhere to the above instructions.

Should you have any questions, feel free to call me toll free, 888-236-8313.

Sincerely,


ANTHONY L. BASKERVILLE
National Membership Director