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MEMORANDUM

To: National Executive Committee
Department Commanders and Adjutants

From: J. Marc Burgess, National Adjutant

Subject: **Ford & DAV Drive 4 UR Community Events**

Date: March 21, 2016

I wanted to take this time to say thank you for all you do to make our mission of service and advocacy to those who served a success. We truly could not do it without your efforts, and please know your hard work does not go unnoticed.

Our longtime supporter and friend, Ford Motor Company, has again partnered with DAV with their year-round “Drive 4 UR Community” (D4URC) program. This is an opportunity for Departments to raise funds for veterans and their families’ right in their own backyard.

Local dealerships can partner with a DAV Department to host a D4URC event. Together, you will select a date, time, and coordinate volunteers and promotions. On the selected event date, for every person who takes the wheel, and test-drives a new Ford vehicle, Ford Motor Company will donate \$20 to the participating DAV Department, up to \$6,000.

The program is open for 2016. Ford dealerships may have limited availability on the number of drive events they can participate in per year so DAV Departments are encouraged to visit Ford dealerships in their state to inquire about hosting a D4URC event to raise funds for their local efforts. It is at the discretion of the Department whether Chapters are involved and to what extent donations are shared.

To assist you with getting started to plan a local event we have created a DAV D4URC toolkit. You can use this link https://www.dav.org/wp-content/uploads/D4URC_toolkit.pdf to access the toolkit or visit the “Members Only” portion of DAV’s homepage under the “Drive 4 UR Community” tab. This downloadable guide will show you how to host an event and provide details on how to order DAV D4URC activation kits that will include co-branded banners, posters and DAV collateral.

I’m extremely grateful for all your efforts benefiting those who have served, who are serving and who have sacrificed for our great nation.

If you have any questions regarding this opportunity, please contact Laura Rusche in our Fundraising Department at LRusche@dav.org or 859-442-2072.

J. MARC BURGESS