



SUPPORTING VICTORIES FOR VETERANS

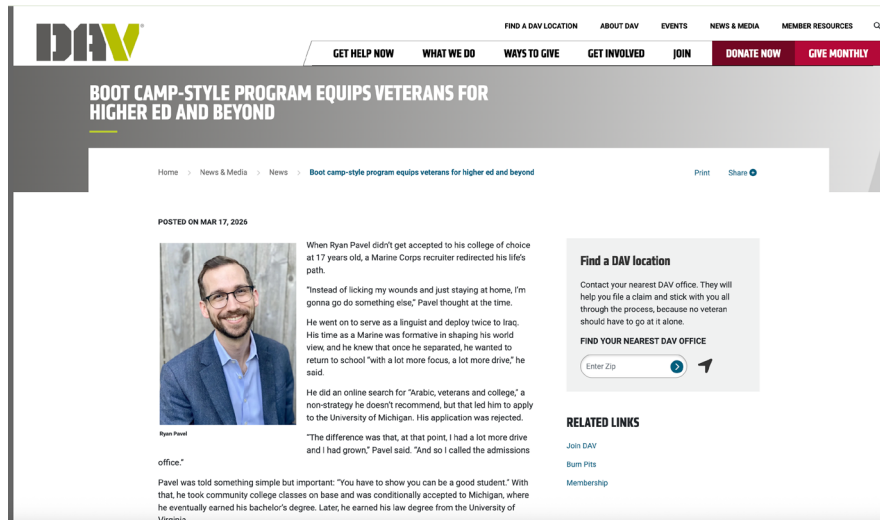


KEEPING OUR PROMISE TO
AMERICA'S VETERANS

Be Active. Be Engaged. Be Informed.



- Every department, chapter and member can help amplify DAV's mission
- Communication drives membership, volunteerism and awareness
- National provides tools and resources—use them
- Stay informed, share stories, and engage your communities



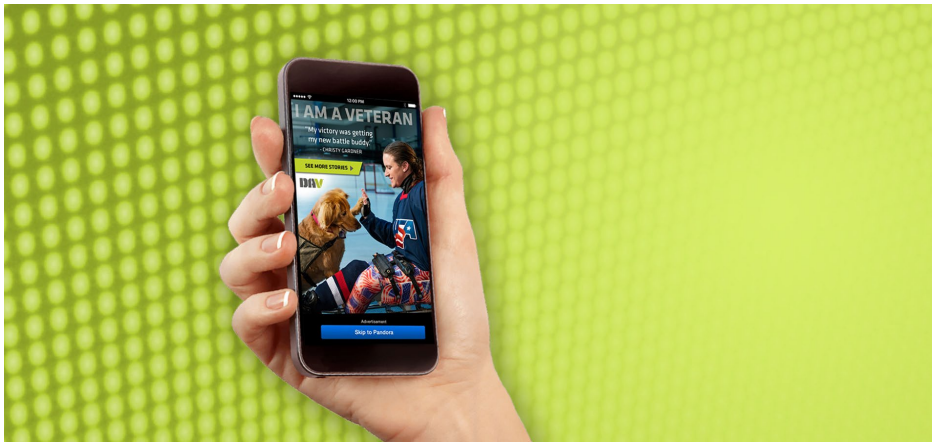
Stay Informed: DAV Magazine



- Delivered to members nationwide
- Covers DAV victories, programs and legislative efforts
- Features volunteer and department success stories
- Available in print and online



Stay Connected: Social Media

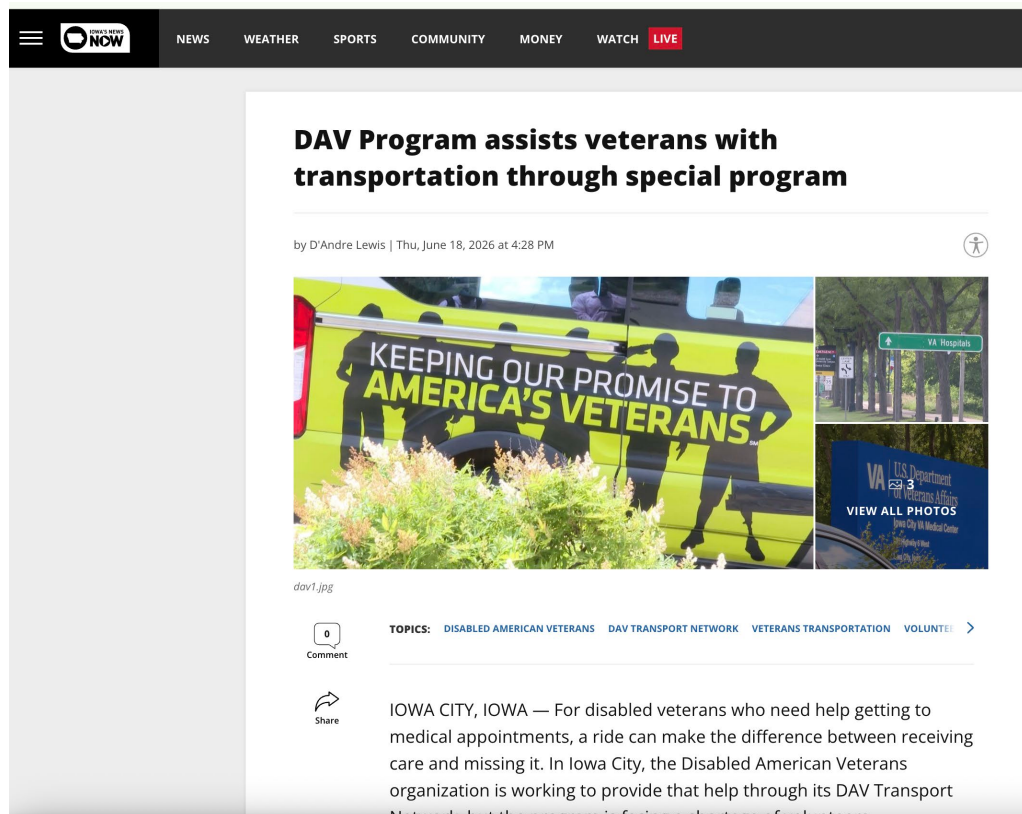


Follow DAV on Facebook, X, Instagram, LinkedIn and YouTube

- Share national content with local audiences
- Promote chapter and department activities
- Encourage members to engage online



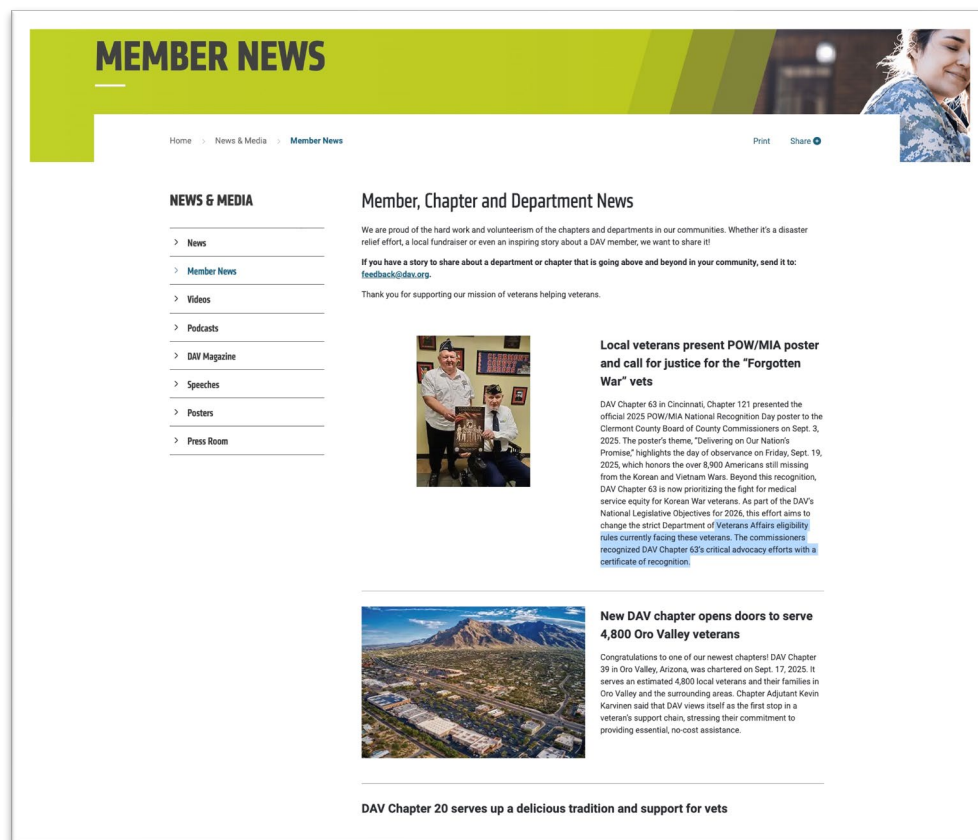
Build Local Media Relationships



Introduce yourself to local reporters and assignment editors

- Share chapter events and veteran success stories
- Become a trusted source on veteran issues
- Use DAV's Publicity Guide

Member Leaders Section



- Central hub for department and chapter operations
- Forms, reports, manuals and resources
- Marketing and promotional materials
- Important announcements and updates

DAV Logos, Branding, Style Resources

2 LOGO USAGE

The brand kit and the corresponding graphic files have been created with a wide variety of applications in mind. While flexibility has been built into the DAV identity, it is important to maintain consistency across usage—and those who have the right to leverage the DAV brand assets must do so correctly. For this reason, **no changes should be made to any of the official logo artwork**. Instead, select the most appropriate logo artwork for each specific application of the DAV identity.

APPROVED COLOR APPLICATIONS



Full-color logo
For use on white backgrounds



Full-color logo (with lightened gunmetal grey) ONLY for use on solid black backgrounds



One-color (all black) logo
For use in one-color applications, such as newspaper advertisements, or over light backgrounds



One-color reverse logo (white/green)
For use on dark backgrounds such as solid gunmetal grey, black or DAV blue



Full reverse logo artwork (all white)
For use over simple imagery and dark backgrounds

- DAV Brand Stylebook
- Official logos and branding assets
- Style and usage guidelines
- Approved marketing materials
- Available on DAV.org

Branding in the Age of AI

DAV
FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO
SERVED OUR COUNTRY

★★★★★

DAV EVENT

SERVICE. SUPPORT. ADVOCACY.
FOR VETERANS. FOR THEIR FAMILIES. FOR OUR NATION.

SERVICE
We honor and support those who served.

SUPPORT
We provide resources and care veterans and their families deserve.

ADVOCACY
We are a voice for veterans on the issues that impact their lives and futures.

EMPOWERMENT
We empower veterans to lead, thrive, and strengthen their communities.

WHEN
SATURDAY
MAY 17, 2025
10:00 AM - 2:00 PM

WHERE
DAV COMMUNITY CENTER
123 FREEDOM WAY
ANYTOWN, USA 12345

WHO
VETERANS, FAMILY MEMBERS, AND SUPPORTERS
All are welcome!

GET INVOLVED. MAKE AN IMPACT.
★ VOLUNTEER | ★ DONATE | ★ ATTEND | ★ SHARE

DAV.ORG
1-877-426-2838

BE PART OF SOMETHING BIGGER.
Because of the brave, we can.

DISABLED AMERICAN VETERANS

BENEFITS
Get the benefits you've earned.

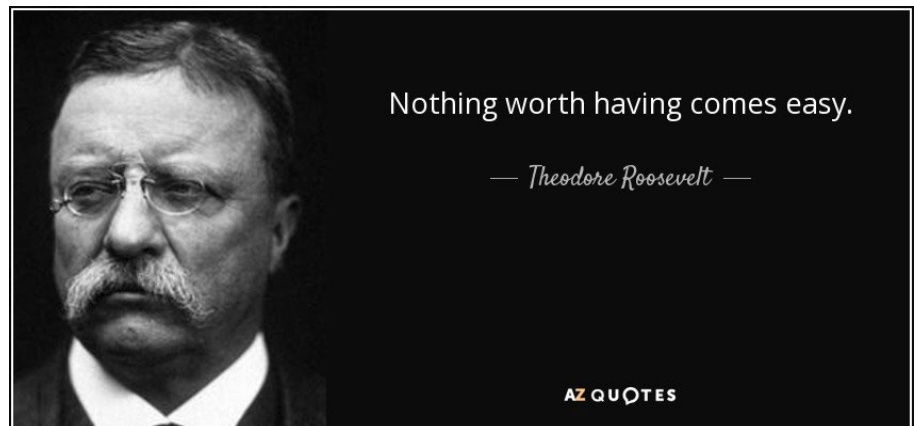
HEALTH CARE
Access quality care and support.

CAREER SUPPORT
Find resources for employment and education.

COMMUNITY
Build connections that last a lifetime.

★★★★★ STRONGER TOGETHER. STRONGER AMERICA. ★★★★★

- Fast and easy is rarely the answer
- Guidelines should be followed
- Reach out to Comms for assistance



Share Your Success Stories.



- Submit stories to feedback@dav.org
- Member News is updated online year-round
- Stories are often shared on DAV social media
- Help showcase department achievements

Earned Media in the Age of AI



- More accurate and usable than graphic art
- “Localize and rewrite”
- Opinion pieces

Public Service Announcements (PSAs)



- Easy volunteer activity for departments
- Build relationships with local stations
- Promote DAV services and programs
- Use the Victories for Veterans PSA Toolkit



Public Service Announcements (PSAs)

PSA Campaign Summary

9,245,921,697

Impressions

\$89,893,783

Donated Media Value

- Distributed the new “My Veteran’s Victory” campaign in March with a redistribution in October, leading up to Veterans Day
- Conducted ongoing pitching and outreach to national television networks, radio stations in top DMAs, print publications, and out-of-home (OOH) outlets. Notable outreach included:
 - Custom thank-you letter and gifts to top OOH contacts
 - Inaugural PSA Pitch-A-Thon event in October

Channel	Airings/Placements	Audience Impressions	Donated Media Value
Television	149,265	4,462,121,195	\$61,236,209
Radio	67,931	248,095,937	\$6,803,359
Print	80	6,197,351	\$1,329,623
Out-of-Home	5,786	4,474,996,291	\$19,302,724
Digital	20,271	54,510,923	\$1,221,868
TOTAL	243,333	9,245,921,697	\$89,893,783

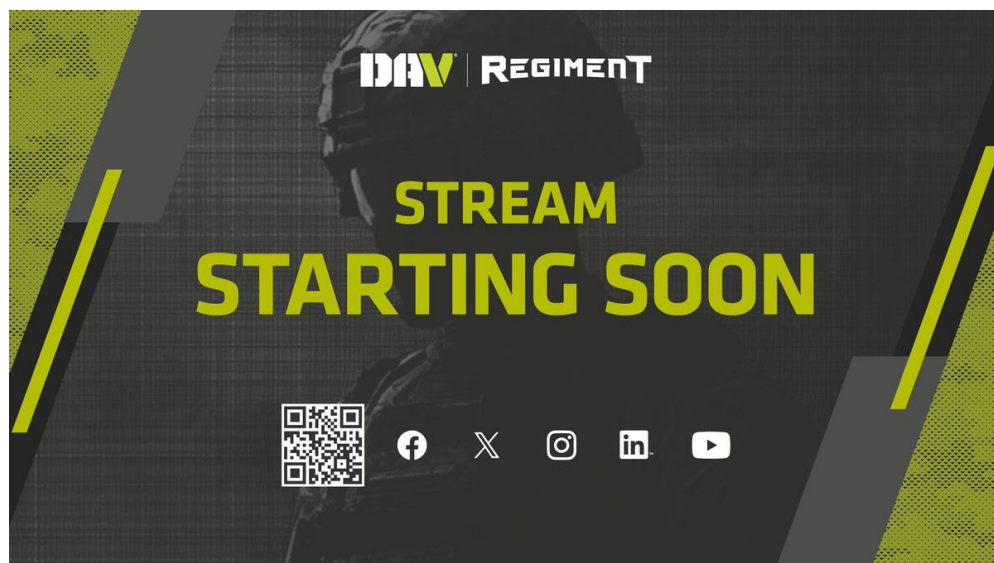


DAV Gaming & Livestreaming

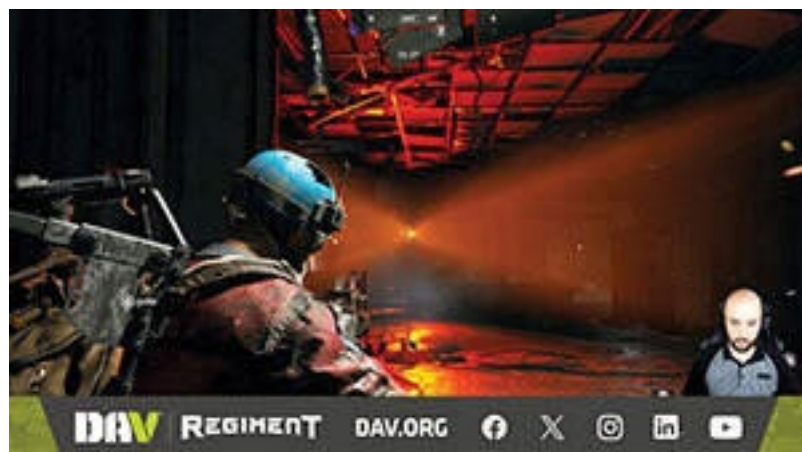


- Reach new audiences through livestreaming
- Promote DAV programs and services
- Host charity streams to support DAV

Join the DAV Stream Team

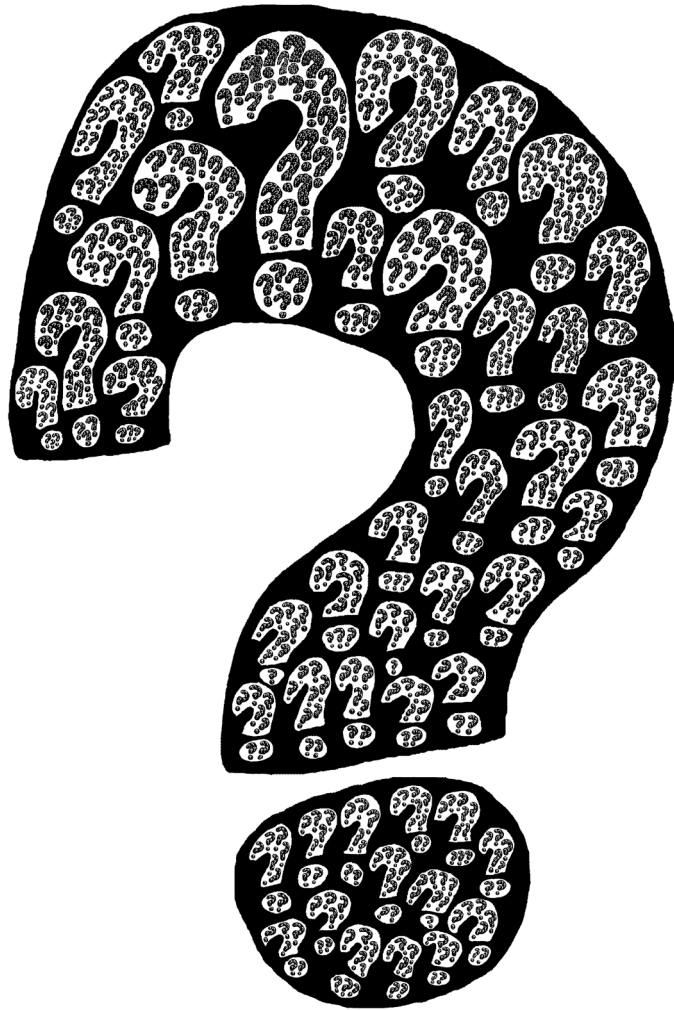


- Guest stream on DAV's Twitch channel
- Share chapter and department activities
- Grow your audience and promote DAV
- Eligible activities may count toward LVAP hours





Questions & Discussion



- What communication challenges are you facing?
- How can YOUR DAV National Comms Dept. better support your efforts?
- Share best practices and success stories



RLewis@DAV.org