



FULFILLING OUR PROMISES

TO THE MEN AND WOMEN WHO SERVED

Caryn Wielgopolski, Eryn Harvey,
Olivia Spagnola, Leah Laneski



DISABLED AMERICAN VETERANS

- DAV is the most long-lasting veterans' advocacy and assistance group in this country.
- DAV began fundraising through direct mail nearly 60 years ago
- Proudly boasts over 3 million active donors
- 1.2 million members



KING'S
COLLEGE
TRANSFORMATION. COMMUNITY. HOLY CROSS.



ANALYSIS OF ONLINE PRESENCE

- Followers:



1.2m 38.9k 13.4 1.7k 89

- Overall Assessment: k

- DAV is very active on social media
- Not easy to access unless straight from dav.org
- Call to Action is not often seen in posts
- Donation pages are inconsistent; possibly ignorant to those who can only donate less than \$25



KING'S
COLLEGE
TRANSFORMATION. COMMUNITY. HOLY CROSS.



CREATIVE BRIEF

BACKGROUND INFORMATION

Current Situation

- Typical donor over 65 years old
- Largest growing member audience is composed of injured veterans from World War II, Korean War & Vietnam War
- Began fundraising through direct mail nearly 60 years ago
- Fundraising efforts expanded to include digital marketing, 5k run events, corporate partnerships, telemarketing and direct response television



**KING'S
COLLEGE**
TRANSFORMATION. COMMUNITY. HOLY CROSS.



DAV GOALS

- Increase contributions and memberships within current marketing channels
- Reach new donor prospects in younger audience segments
- Expand its membership base into younger veteran demographics



**KING'S
COLLEGE**
TRANSFORMATION. COMMUNITY. HOLY CROSS.



TARGET AUDIENCES

- Possible Members:
 - Veterans of Desert Storm, Gulf War, and post 9/11 conflicts
 - Millennial Generation
 - Male and Female
- Possible Donors:
 - Millennial Generation
 - Male and Female
 - General Public



INTENDED OUTCOMES OF THE CAMPAIGN

- Established presence in the minds of a younger demographic
- Increase in young donors and members
- Increase in donations linked to incentives to donate
- **Overall Action:**
 - We want our targeted audience to become informed and interested in the DAV to the point where they would donate or if qualified, become a potential member.



**KING'S
COLLEGE**
TRANSFORMATION. COMMUNITY. HOLY CROSS.



KEY MESSAGE

- There are many unsettling statistics about veterans in the United States that many are unaware of.
- Through this campaign, we hope to bring awareness to these facts while encouraging people to donate or become members of DAV.



**KING'S
COLLEGE**
TRANSFORMATION. COMMUNITY. HOLY CROSS.



REASONS TO BELIEVE

- DAV is the most long-lasting veterans' advocacy and assistance group in this country
- DAV ensures that veterans and their families can access the full range of benefits available to them
- DAV has a general interest in educating the public about the great sacrifices and needs of transitioning back to civilian life



KING'S
COLLEGE
TRANSFORMATION. COMMUNITY. HOLY CROSS.



HOW WE PLAN TO ACHIEVE OUR OBJECTIVE

- Social media advertisements on Facebook, Twitter, and Instagram: Paid and Sponsored
- Direct Mailer—Postcard
- Incentive to donate through gifts to donors
 - USB Flash Drive, Car Magnet, Travel Mug
- Advertising Message:
 - Include information and statistics that most are unaware of to trigger emotions and encourage donations



CREATIVE SAMPLES



TRANSFORMATION. COMMUNITY. HOLY CROSS.



SAMPLE: FACEBOOK POST

DAV 2 hrs · [View on Facebook](#)

Donate to the DAV today and help thousands of U.S. veterans receive the assistance they need and the care they deserve. <http://www.dav.org>

Like Comment Share

6,567 people like this.

Most Relevant

“Donate to the DAV today and help thousands of U.S. veterans receive the assistance they need and the care they deserve.”



**KING'S
COLLEGE**
TRANSFORMATION. COMMUNITY. HOLY CROSS.



SAMPLE: SPONSORED AD

DAV Sponsored

With your donations, DAV can continue helping people this way.
<http://www.dav.org>



DAV IS AN
**EXCELLENT
ORGANIZATION
STRIVING TO HELP
EVERY
VETERAN**
SETTLE THEIR CLAIM WITH
TIME, AND DETAIL TO
ACCURACY IN MIND.
**I COULDN'T BE MORE
PROUD TO STAND
BEHIND THEM.**

Become a Loyal Donor to Disabled American Veterans
Make a donation to DAV today for millions of veterans
WWW.DAV.ORG [Donate Now](#)

40 Likes 4 Comments 1 Share

[Like](#) [Comment](#) [Share](#)

“With your donations, DAV can continue helping people this way.”



**KING'S
COLLEGE**
TRANSFORMATION. COMMUNITY. HOLY CROSS.

DAV
FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

SAMPLE: TWITTER POST

DAV National HQ @DAVHQ · Oct 22

Membership in DAV includes access to a wide range of money-saving & life-enhancing benefits for you and your family. Become a member today.



ACCORDING TO VETERANSINC.ORG,
1 IN EVERY 10 VETERANS IS DISABLED, OFTENTIMES BY INJURIES SUSTAINED IN COMBAT.

DAV
FULFILLING OUR PROMISES

43 129

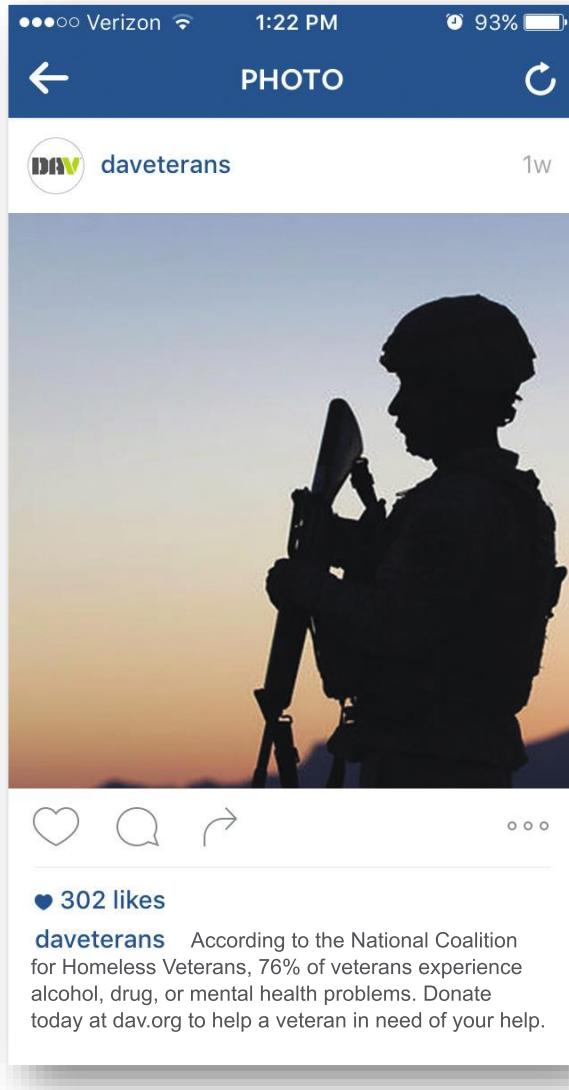
“Membership in DAV includes access to a wide range of money-saving & life-enhancing benefits for you and your family. Become a member today.”



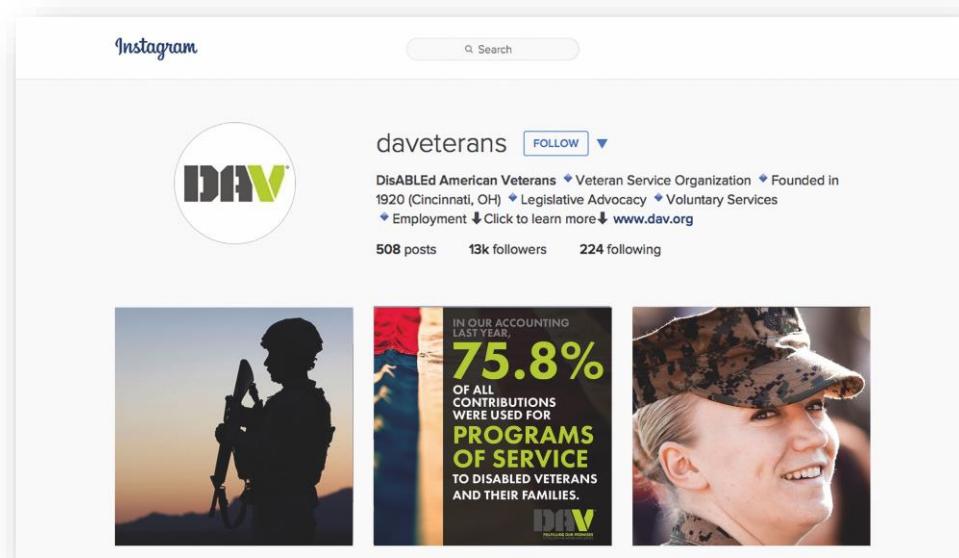
KING'S
COLLEGE
TRANSFORMATION. COMMUNITY. HOLY CROSS.



SAMPLE: INSTAGRAM POSTS



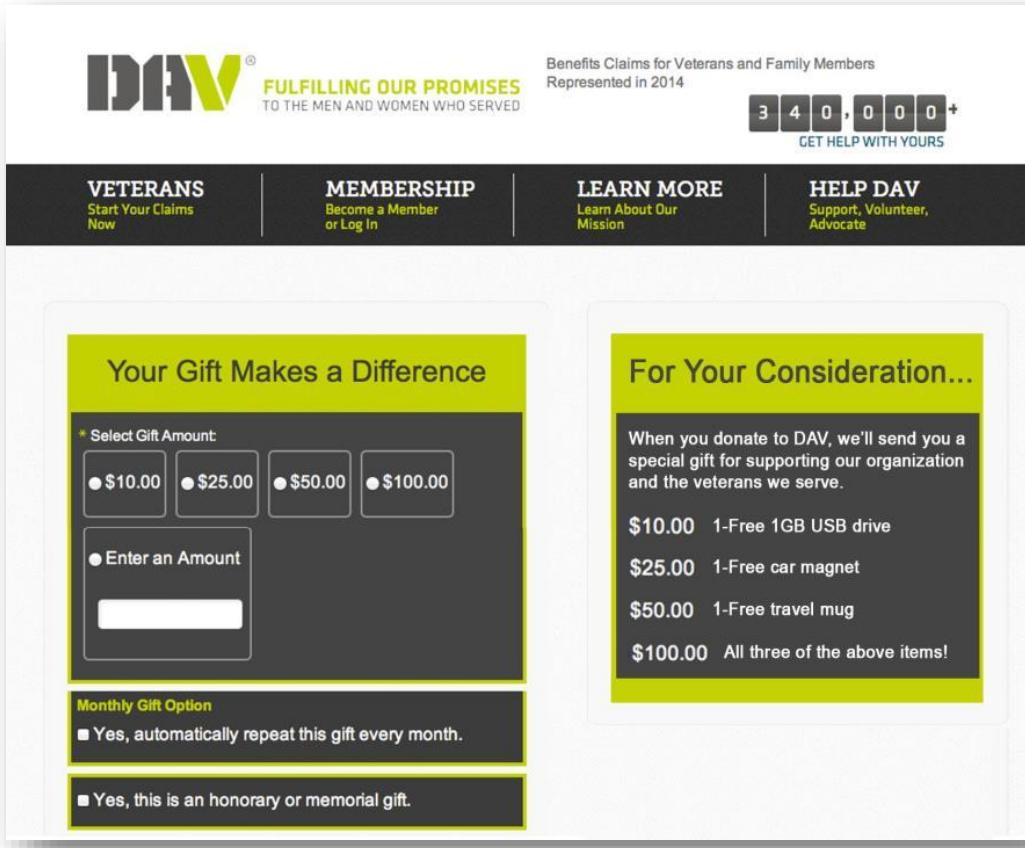
“According to the National Coalition for Homeless Veterans, 76% of veterans experience alcohol, drug or mental health problems. Donate today at dav.org to help a veteran in need of your help.”



**KING'S
COLLEGE**
TRANSFORMATION. COMMUNITY. HOLY CROSS.

DAV
FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

SAMPLE: DONATION WEB PAGE



The image shows a screenshot of a DAV donation page. At the top, the DAV logo is displayed with the tagline "FULFILLING OUR PROMISES TO THE MEN AND WOMEN WHO SERVED". Below the logo, a banner states "Benefits Claims for Veterans and Family Members Represented in 2014" and shows a counter of "3 40,000+" with a "GET HELP WITH YOURS" button. The page is divided into several sections: "VETERANS" (Start Your Claims Now), "MEMBERSHIP" (Become a Member or Log In), "LEARN MORE" (Learn About Our Mission), and "HELP DAV" (Support, Volunteer, Advocate). The main content area features two callout boxes. The left box, titled "Your Gift Makes a Difference", includes a radio button group for gift amounts (\$10.00, \$25.00, \$50.00, \$100.00) and a text input field for "Enter an Amount". The right box, titled "For Your Consideration...", lists rewards for donations: \$10.00 gets a 1-Free 1GB USB drive, \$25.00 gets a 1-Free car magnet, \$50.00 gets a 1-Free travel mug, and \$100.00 gets all three items. At the bottom, there are two checkboxes for gift options: "Monthly Gift Option" (automatically repeat this gift every month) and "Yes, this is an honorary or memorial gift".

“When you donate to DAV, we’ll send you a special gift for supporting our organization and the veterans we serve.”



**KING'S
COLLEGE**
TRANSFORMATION. COMMUNITY. HOLY CROSS.



SAMPLE: POSTCARD

“Serving veterans since 1920. We are dedicated to a single purpose: Empowering veterans to lead high-quality lives with respect and dignity...”



DAV
FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

ROYAL MAIL
POSTAGE PAID GB
HQ8541

SERVING VETERANS SINCE 1920
WE ARE DEDICATED TO A SINGLE PURPOSE:
EMPOWERING VETERANS TO LEAD HIGH-QUALITY LIVES
WITH RESPECT AND DIGNITY.

**NOW WE JUST NEED
YOUR HELP.**

**DONATE NOW AND
RECEIVE A FREE GIFT!**

\$10 DONATION: RECEIVE 1- FREE 1GB USB FLASH DRIVE
\$25 DONATION: RECEIVE 1- FREE CAR MAGNET
\$50 DONATION: RECEIVE 1- FREE TRAVEL MUG
\$100 DONATION: RECEIVE ALL THE ABOVE ITEMS!

PLEASE SEND CHECK OR MONEY ORDER TO PO BOX 14301 CINCINNATI, OH 45250-0301
OR TO MAKE AN ONLINE DONATION, PLEASE VISIT DAV.ORG

P00000000000001

Mrs. Jane Doe
57 Cherry Lane
Button Township, PA 12345

69000E



KING'S
COLLEGE
TRANSFORMATION. COMMUNITY. HOLY CROSS.



DONATION INCENTIVE GIFTS

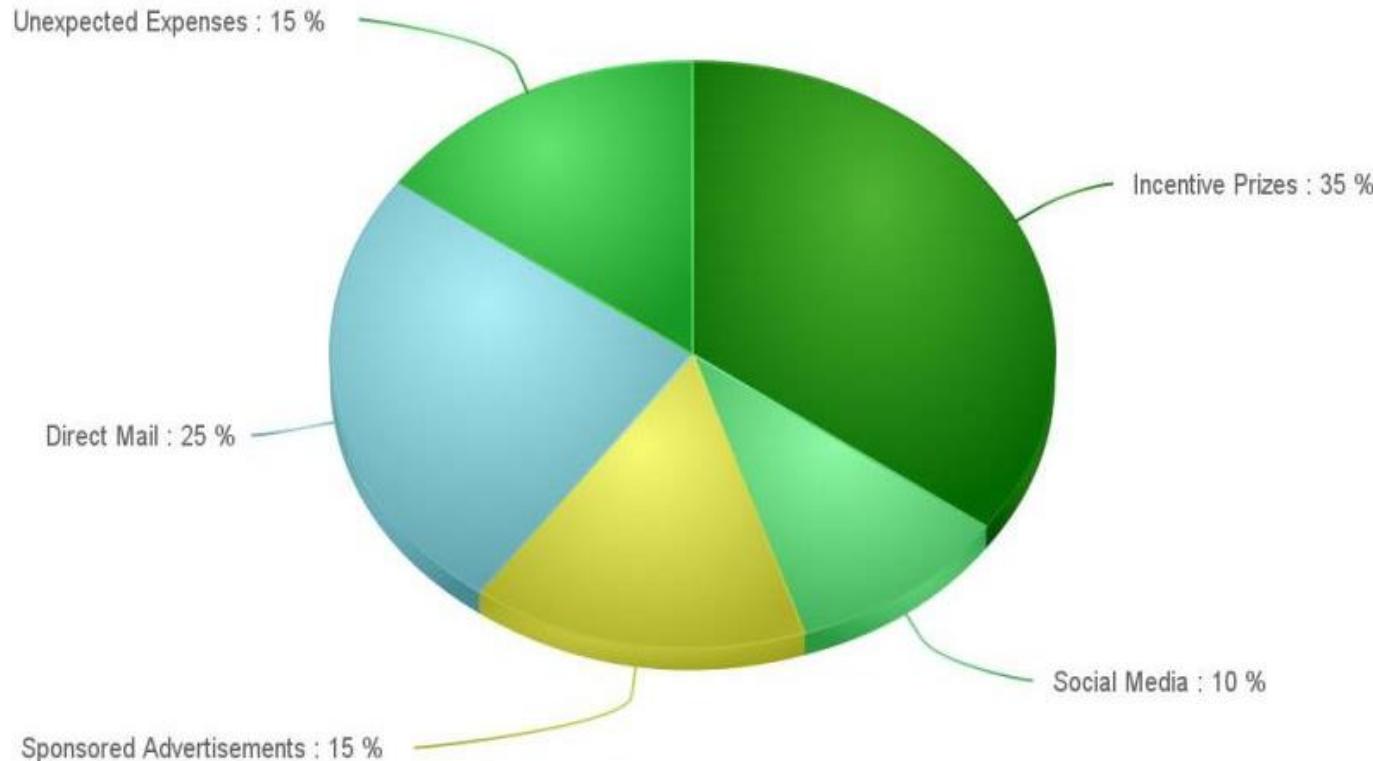
- \$10: USB Flash Drive
- \$25: Car Magnet
- \$50: Travel Mug
- \$100: All of the above



**KING'S
COLLEGE**
TRANSFORMATION. COMMUNITY. HOLY CROSS.



PROPOSED BUDGET



KING'S
COLLEGE
TRANSFORMATION. COMMUNITY. HOLY CROSS.



SUMMARY

- Through the integration of these pieces on DAV's already established social media outlets as well as in print, we hope to bring awareness to veterans' issues and encourage others to get involved in DAV's overall mission.



**KING'S
COLLEGE**
TRANSFORMATION. COMMUNITY. HOLY CROSS.



STATISTICS SOURCES

- <http://www.veteransinc.org/about-us/statistics/>
- <http://www.va.gov/opa/issues/Homelessness.asp>
- <http://www.facethefactsusa.org/facts/the-true-price-of-war-in-human-terms>
- http://nchv.org/index.php/news/media/background_and_statistics/
- <http://www.dav.org/help-dav/donate-to-dav/frequently-asked-questions/>

