



**FULFILLING OUR PROMISES**  
TO THE MEN AND WOMEN WHO SERVED

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# 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



# 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



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# 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



# 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



# 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.



# 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.





# 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



# 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



# SAMPLE: FACEBOOK POST





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




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# 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](http://WWW.DAV.ORG) [Donate Now](#)

40 Likes 4 Comments 1 Share

 Like  Comment  Share

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



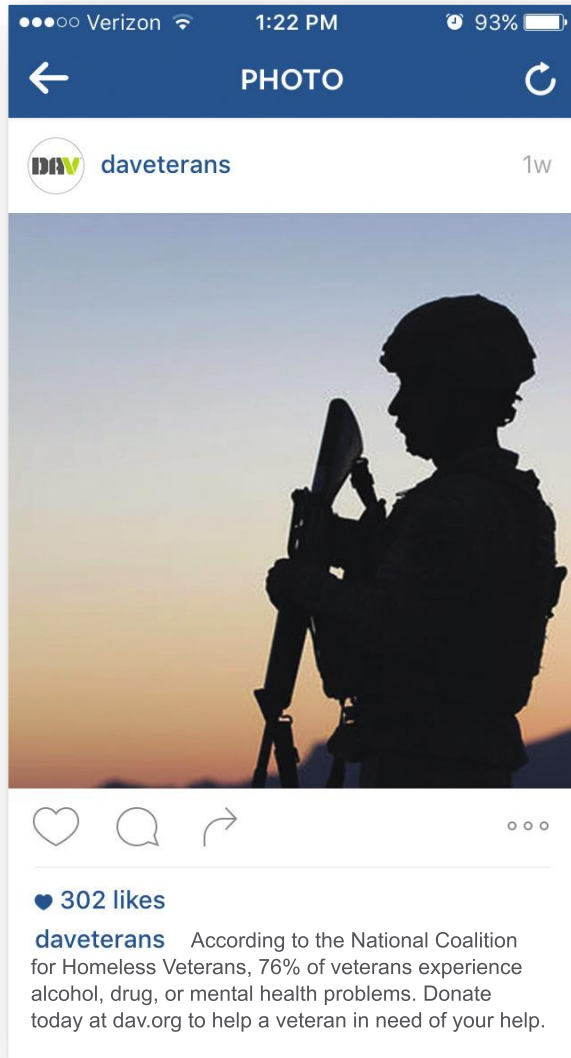


# SAMPLE: TWITTER POST

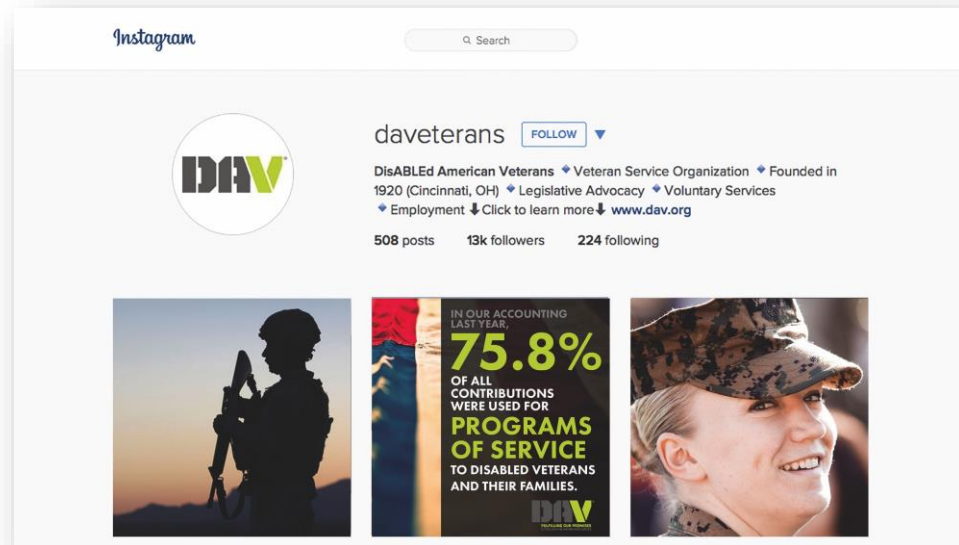


“Membership in DAV includes access to a wide range of money-saving & life-enhancing benefits for you and your family. Become a member today.”

# 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](http://dav.org) to help a veteran in need of your help.”



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# SAMPLE: DONATION WEB PAGE

**DAV**<sup>®</sup>  
FULFILLING OUR PROMISES  
TO THE MEN AND WOMEN WHO SERVED

Benefits Claims for Veterans and Family Members  
Represented in 2014

340,000+  
GET HELP WITH YOURS

**VETERANS**  
Start Your Claims  
Now

**MEMBERSHIP**  
Become a Member  
or Log In

**LEARN MORE**  
Learn About Our  
Mission

**HELP DAV**  
Support, Volunteer,  
Advocate

### Your Gift Makes a Difference

\* Select Gift Amount:

☐ \$10.00

☐ \$25.00

☐ \$50.00

☐ \$100.00

☐ Enter an Amount

**Monthly Gift Option**

☐ Yes, automatically repeat this gift every month.

☐ Yes, this is an honorary or memorial gift.

### For Your Consideration...

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

\$10.00	1-Free 1GB USB drive
\$25.00	1-Free car magnet
\$50.00	1-Free travel mug
\$100.00	All three of the above items!

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



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# SAMPLE: POSTCARD

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



FULFILLING OUR PROMISES  
TO THE MEN AND WOMEN WHO SERVED



**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!

P000000000000000001

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



PLEASE SEND CHECK OR MONEY ORDER TO PO BOX 14301 CINCINNATI, OH 45250-0301  
OR TO MAKE AN ONLINE DONATION, PLEASE VISIT [DAV.ORG](http://DAV.ORG)



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# DONATION INCENTIVE GIFTS

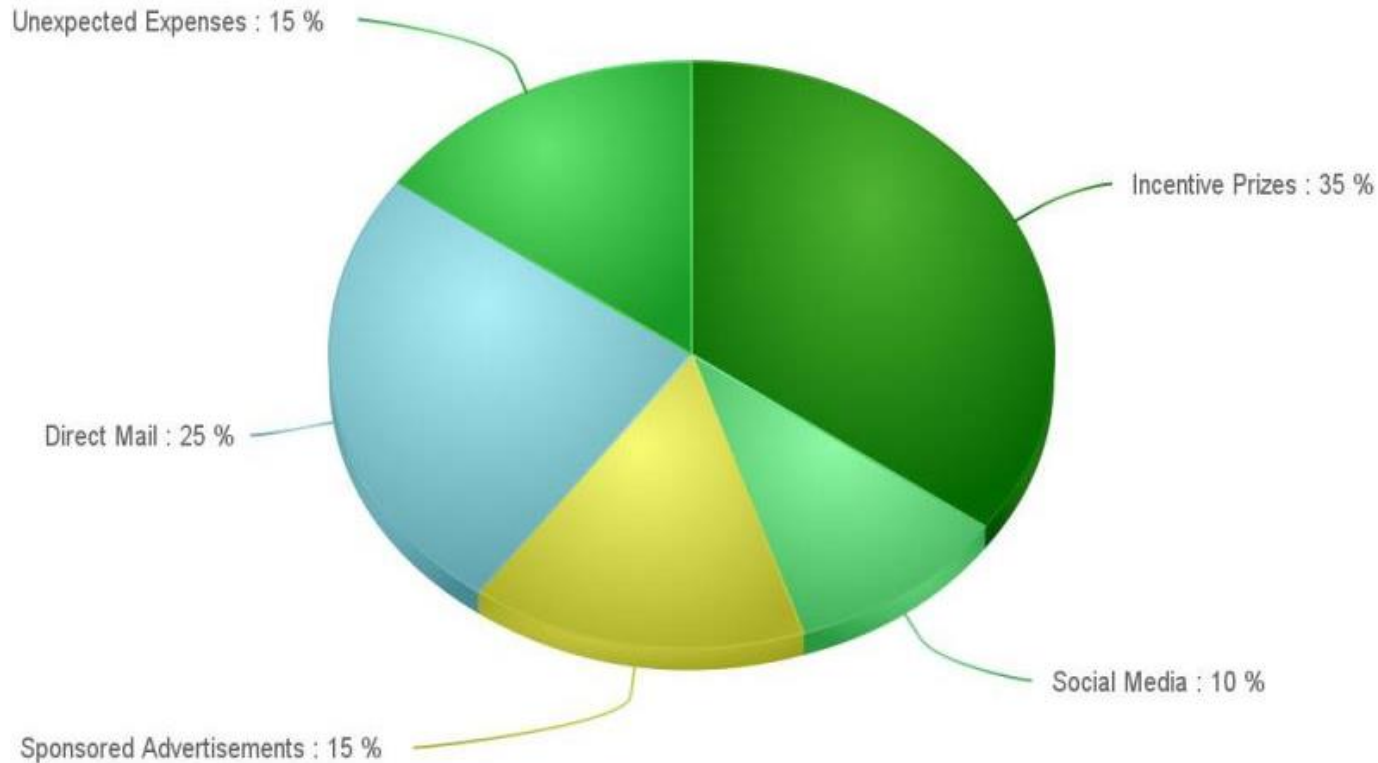
- \$10: USB Flash Drive
- \$25: Car Magnet
- \$50: Travel Mug
- \$100: All of the above



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# PROPOSED BUDGET



# 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.



# 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://nchv.org/index.php/news/media/background_and_statistics/)
- <http://www.dav.org/help-dav/donate-to-dav/frequently-asked-questions/>