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TO: National Executive Committee
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FROM: J. Marc Burgess, National Adjutant

DATE: July 28, 2021

SUBJECT: Launch of DAV Language Guidebook and new tagline

DAV is excited to announce the release of the *DAV Language Guide: Communicating Our Mission, Services and Positive Impact*, a guidebook to build on DAV's legacy and offer a foundation for its employees, chapter leaders and members to communicate effectively and consistently about DAV.

Our goal is to ensure consistent messaging throughout the organization, ensuring key audiences are aware of the great work we do every day. This guide will help to increase understanding of DAV and our mission, services and positive impact. This important tool will help you apply keywords and phrases to a variety of situations and ensure we are communicating in a consistent voice that will enhance DAV's brand.

The messages and guidelines provided in the new guidebook are based on research to ensure their effectiveness in resonating with our key audiences—the veterans we serve; the policymakers we advise; the members we inspire and the public who supports us as volunteers; voters and donors. Together, we can help increase understanding of DAV's mission, services and positive impact on veterans' lives.

We've also updated our tagline to "Keeping Our Promise to America's Veterans." This shift is based on testing and feedback from our members, and more efficiently connects uninitiated audiences with our mission and explains a portion of our acronym.

While we are certainly excited about the evolved language of our new tagline, we don't consider this a substantive shift. Materials or clothing that include the previous version of the tagline aren't obsolete. But over time, the new tagline will replace previous versions. As we've surpassed our centennial mark, looking ahead to the next 100 years of DAV, we need to continually look for ways to improve how we communicate our organization's purpose and mission.

Thank you for your support through this transition. I'm confident this language guidebook and updated tagline will help guide the development of all external communications, building our brand and—most importantly—allowing each of you to support our nation's ill and injured veterans more effectively.


J. Marc Burgess
National Adjutant