

National Headquarters  
3725 Alexandria Pike  
Cold Spring, KY 41076  
Phone: 859-441-7300  
Fax: 859-441-1416  
Toll Free: 877-426-2838  
dav.org

National Service & Legislative  
Headquarters  
807 Maine Avenue SW  
Washington, DC 20024-2410  
Phone: 202-554-3501  
Fax: 202-554-3581

**TO:** National Executive Committee  
Board of Directors  
Department and Chapter Commanders and Adjutants  
All Employees  
Pat Kemper, Auxiliary National Adjutant

**FROM:** J. Marc Burgess, National Adjutant

**DATE:** October 27, 2020

**SUBJECT: Veterans Day 2020**

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Veterans Day 2020 is quickly approaching, and I wanted to take a brief moment to thank you all for your hard work and dedication to helping our fellow veterans during this incredibly challenging year. Your work every day honors DAV's mission and allows us to continue to provide a lifetime of support to ensure more veterans will get the care and benefits they earned so they can lead quality lives with respect and dignity.

Veterans Day looks a lot different this year than it has in the past. Our current state of affairs and the protective measures implemented across the country to stop the spread of COVID-19 have forced us to think creatively to ensure we can continue to stay safe and healthy while honoring our nation's veterans. Despite the unique circumstances, DAV continues to be involved in a multitude of activities at the local, state and national levels.

**Here are some things to be aware of and promote:**

One of the driving forces behind DAV's mission of empowering veterans to lead high-quality and fulfilled lives is volunteerism. DAV is committed to keeping our volunteers, veterans, their families and the communities they reside in safe during the COVID-19 outbreak. If you are engaging in innovative no-contact volunteer activities to assist veterans in your community while properly practicing what has been advised by the Centers for Disease Control and Prevention (CDC), please be sure to share your efforts with us on social media by tagging DAV and using the **#100ActsofHonor** hashtag.

If you haven't encouraged friends, family and fellow veterans to log on to [VolunteerForVeterans.org](https://www.volunteerforveterans.org) yet, Veterans Day serves as the perfect time to promote this cutting-edge resource. With this online platform, it is even easier to connect veterans in need with volunteers, even while practicing social distancing. Encourage those in your community to create an account to volunteer, get assistance, or identify a veteran or caregiver who needs help. It is an easy way to give back to veterans in your area, and anyone can sign up. We ask you to review the CDC guidance on our [DAV website](https://www.dav.org).

We have teamed up with the HISTORY channel to showcase our 100 years of advocacy on behalf of our nation's ill and injured veterans. **"The Battle Never Ends,"** an hour-long documentary highlighting the origins of DAV and its accomplishments throughout the past century is scheduled to premiere Nov. 7 at 8 a.m. EST on HISTORY and will air throughout Veterans Day week on the channel Military HISTORY. It is then set to become available on-demand beginning Nov. 20.

**"The Battle Never Ends"** is scheduled to air on Military HISTORY on the following dates and times. (All are Eastern Standard Time):

- Monday, Nov. 9, at 8 p.m.
- Tuesday, Nov. 10, at midnight and noon
- Wednesday, Nov. 11, at 8 p.m.
- Thursday, Nov. 12, at midnight and noon
- Friday, Nov. 13, at 8 p.m.
- Saturday, Nov. 14, at midnight and noon

DAV's **#IHelpVeterans** campaign is dedicated to donors and individuals interested in supporting DAV's mission to empower veterans to lead high-quality lives with respect and dignity. Visitors to our supporter website are asked to "take the pledge" to support veterans by creating a special photo to share on social networks. Be sure to visit the site [www.ihelpveterans.org/pledge](http://www.ihelpveterans.org/pledge) to take the pledge yourself.

DAV's **5K Walk, Roll, Run or Ride to Honor America's Veterans** event will take place as a virtual challenge **Saturday, Nov. 7**, that participants can take on from anywhere in the country. The DAV 5K is designed to raise awareness of the challenges ill and injured veterans face every day as well as to bring communities together to honor veterans and their families. The virtual participant registration allows supporters to take part no matter where they are located. We will also be offering live streaming so you can cheer on your participant or team from a safe distance. Visit [DAV5k.org](http://DAV5k.org) for more information on how to register for the race or volunteer.

**Golden Corral's Military Appreciation Night** will look a bit different this year due to the COVID-19 pandemic. Due to the continued fight against the spread of COVID-19 and the risks associated with large in-person gatherings, our dedicated partners at Golden Corral are in the process of thoughtfully modifying the execution of this year's event. Golden Corral remains committed to honoring our active-duty military members and our veterans with a free 'thank you' meal while supporting DAV in the process. Find up-to-date information at <https://www.dav.org/veterans/golden-corrall/>.

A [list](#) of Veterans Day discounts is also available on DAV.org.

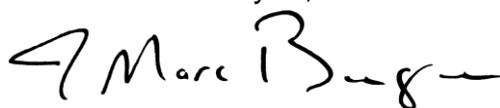
Each year, many of our members are asked to represent DAV in their local communities and provide remarks concerning the subject of Veterans Day and its meaning to the veteran community. **A sample speech is attached for your use.** You can use it as is or customize it as you like. You can find it along with past speeches under the "Learn More" tab at [dav.org](http://dav.org), in the section labeled "Speeches." Please feel free to personalize it to spotlight a local veteran and member to make the remarks even more dynamic for your audience.

In addition to your participation in events surrounding the holiday, we encourage you to consider submitting opinion articles, or op-eds, through your local media to mark our special day. We've attached a suggested editorial that we encourage you to personalize and submit to the leading print or digital publication in your area. If applicable, coordinate with your fellow members to avoid duplicate submissions. Details about where and how to submit the op-ed should be available on each publication's website. In larger media markets, the publication may ask if the op-ed is exclusive to its publication. The answer is no. **Please send copies of submitted op-eds to Ashleigh Byrnes at [abyrnes@dav.org](mailto:abyrnes@dav.org).**

Stay tuned to our [website](#), [Facebook page](#), [YouTube channel](#), [Instagram](#) and [Twitter](#) now and throughout the year for more information. Our social platforms are the fastest ways to ensure you have the most up-to-date information pertaining to the COVID-19 pandemic and our organization. Also, continue to watch and listen for our public service announcements in print, radio and television, and please share them as much as you can. The more awareness we can create for our cause, the more veterans and families we will be able to serve.

Veterans Day is a perfect time for us to show what DAV is all about, even when our country is facing unprecedented challenges. Stay informed by visiting DAV's [COVID-19 webpage](#). Your efforts as leaders of DAV help ensure the American public remembers and cares for our injured and ill veterans. Thank you in advance for all you do this coming Veterans Day, as it helps us bring more victories to veterans.

Thank you,



J. Marc Burgess  
National Adjutant