

# Accessing and Utilizing the DAV Membership Application Online Webinar—11/19/15

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

# Purpose

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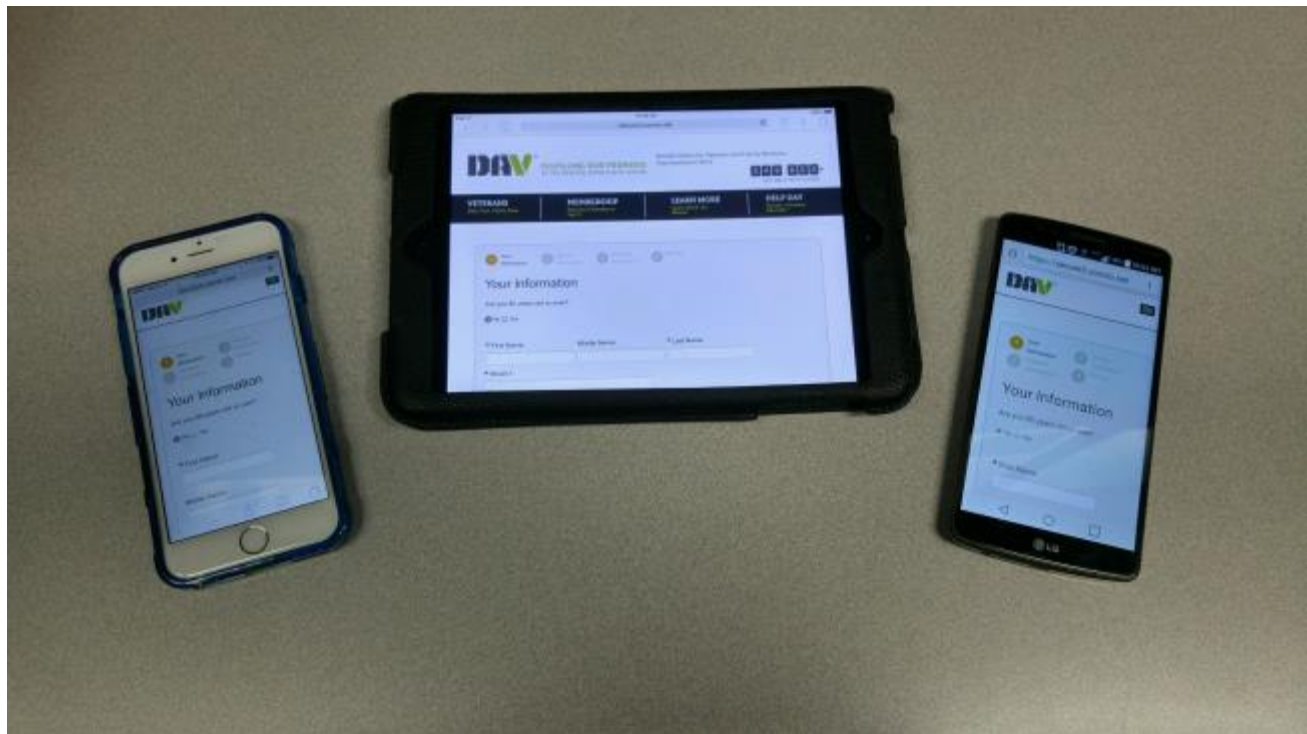
- Every Member a Recruiter
- The Goal: Attain and Sustain **1.3 Million** Members
- Better Conversion Rate
- 2014/2015 New Members: 21,682
- 2014/2015 Deceased: 16,996
- 2014/2015 Net Gain: **4,686**
- Current Membership 1,291,806

# Accessing the Online Application

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You can access the DAV online membership application on any personal computer, smartphone, or tablet.

Remember...If you have a smartphone or tablet, you always have a DAV membership application!



# PCI Compliance

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**PCI DSS** stands for Payment Card Industry Data Security Standards, and is a worldwide security standard assembled by the Payment Card Industry Security Standards Council (PCI SSC). PCI DSS includes technical and operational requirements for security management, policies, procedures, network architecture, software design and other critical protective measures to prevent credit card fraud, hacking and various other security vulnerabilities and threats. The standards apply to all organizations that store, process or transmit cardholder data.

DAV has implemented the DAV Payment Card Industry (PCI) Policy to protect our member and donor's credit card information. Our DAV online membership application adheres to this policy.

# Accessing the Online Application

- Go to [www.dav.org](http://www.dav.org)
- Using the Membership dropdown menu, choose **Join DAV**

The screenshot displays the DAV website homepage. At the top left is the DAV logo with the tagline "FULFILLING OUR PROMISES TO THE MEN AND WOMEN WHO SERVED". To the right, a counter shows "Benefits Claims for Veterans and Family Members Represented in 2014" with the number "340,000" and a plus sign, followed by the text "GET HELP WITH YOURS". The main navigation bar includes "VETERANS Need Claims Help?", "MEMBERSHIP Join, Log In, Shop", "LEARN MORE Learn About Our Mission", "HELP DAV Support, Volunteer, Advocate", and "DONATE NOW". The "MEMBERSHIP" dropdown menu is open, with "Join DAV" circled in red. Other menu items include "Membership Benefits", "Local Chapters", "Membership System", "Members Only", "DAV Auxiliary", "DAV Store", and "Publications". The main content area features a "THANK A VETERAN IN YOUR LIFE." banner with a "CREATE YOUR VIDEO" button and a "Thank A Vet READ MORE" link at the bottom.

# Accessing the Online Application

- Click **Become a Member Online**

The screenshot shows the DAV website's membership page. At the top left is the DAV logo with the tagline "FULFILLING OUR PROMISES TO THE MEN AND WOMEN WHO SERVED". To the right, a counter displays "Benefits Claims for Veterans and Family Members Represented in 2014" as "3 4 0, 0 0 0 +", with a link "GET HELP WITH YOURS". A navigation bar contains links for "VETERANS", "MEMBERSHIP", "LEARN MORE", "HELP DAV", and "DONATE NOW". Below this is a "Join DAV" section with a breadcrumb "Home > Membership > Join DAV". The main text states: "Membership in DAV includes access to a wide range of money-saving and life-enhancing benefits for you and your family. These generous partners stand by our veterans through a variety of programs, products and services." A button labeled "BECOME A MEMBER ONLINE" is circled in red, followed by the text "or print and mail Membership Application." Below this is a "Membership Application" box with instructions to download a PDF form and a "Download this form (PDF)" link.

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

Benefits Claims for Veterans and Family Members  
Represented in 2014  
3 4 0, 0 0 0 +  
GET HELP WITH YOURS

VETERANS  
Need Claims Help?

MEMBERSHIP  
Join, Log In, Shop

LEARN MORE  
Learn About Our Mission

HELP DAV  
Support, Volunteer, Advocate

**DONATE NOW**

Join DAV

Home > Membership > Join DAV

Membership in DAV includes access to a wide range of money-saving and life-enhancing benefits for you and your family. These generous partners stand by our veterans through a variety of programs, products and services.

**BECOME A MEMBER ONLINE** or print and mail Membership Application.

**Membership Application**

Download the Membership Application (PDF), print out, fill in information and enclose your membership payment. Mail it in right away to: Disabled American Veterans, Attn: Membership Dept, PO Box 145550, Cincinnati, OH 45250

Download this form (PDF)

# Utilizing the Online Application

The screenshot shows a web form titled "Your Information" with a progress indicator at the top showing four steps: 1. Your information (active), 2. Service information, 3. Payment information, and 4. Review. The form includes the following fields and options:

- Question: "Are you 80 years old or over?" with radio buttons for "No" (selected) and "Yes".
- Required fields (marked with a red asterisk):
  - First Name, Middle Name, and Last Name (text input fields).
  - Street 1 (text input field).
  - Street 2 (text input field).
  - City, State/Province (dropdown menu), and ZIP/Postal code (text input field).
  - Email Address (text input field).
  - Daytime Phone (text input field).
- Checkbox: "Billing information is same as Member information." (checked).
- Gender selection: Radio buttons for "Male" (selected) and "Female".
- Spouse's First Name (text input field).
- Sponsor/Referral (text input field).
- Buttons: "Cancel" (blue text) and "Next" (green button).

Required fields are marked with a red asterisk.

Email address is a required field. Please use the email of the veteran **only**. If he/she does not have an email address you may use the following generic format: [FirstLastZip@davdonor.org](mailto:FirstLastZip@davdonor.org).

For example:  
[DougWells41076@davdonor.org](mailto:DougWells41076@davdonor.org)

If the billing name or address is different than the application information, uncheck **Billing Information is same as Member information**. It will then allow you to enter alternate billing information.

# Utilizing the Online Application

The screenshot shows a web application interface for DAV membership. At the top, there are four numbered steps: 1. Your Information, 2. Service Information (highlighted in yellow), 3. Payment Information, and 4. Review. The main section is titled "Membership Information" and contains several fields: "Service Branch" (a dropdown menu), "Date Enlisted" (three separate date input fields), "Date Discharged" (three separate date input fields), and "Rank" (a dropdown menu with "E-6/Staff Sergeant" selected). Below these fields, there is a section titled "Please define your Membership Eligibility by checking all that apply:" with a list of checkboxes for "Injured", "Prisoner of War", "Purple Heart", "PTSD/TBI", and "Other". Underneath, there is a section "Check all that apply:" with checkboxes for "Service Retirement", "VA Disability", and a text input field for "% of Disability". There is also a "Chapter Preference" text input field and a link "Find a Chapter Here". A note below says "Please enter chapter number with no special characters (example: 19, not #19)". The bottom section is titled "DAV Sponsor Information" and includes a note "This section is only to be completed by a DAV sponsor." It has a "Department" dropdown menu (set to "ALABAMA"), a "Sponsor Name" text input field, and a "Sponsor Membership Code" text input field. At the bottom of the form are "Previous" and "Next" buttons, with "Cancel" in blue text between them.

Complete and accurate service dates are required. IRS requires at least 90% of total membership to be considered eligible in order for DAV to maintain our non-profit status. Service dates help DAV to uphold that status.

Although the eligibility definitions are not required, they are still important for statistical purposes. Please fill in this information if you have it.

Chapter Preference: Only enter the number of the chapter. Do not include text or special characters (including #) in front of the number. If the applicant does not know the chapter that he/she would like to join, click **Find a Chapter Here**. Use this tool to find the closest chapter.

DAV Sponsor Information: Please be sure to enter this information correctly to ensure proper sponsor credit.



# Utilizing the Online Application

**Payment Information**

\* Date Of Birth  
May 19 1979

**Calculate Fee**

Your **9 easy quarterly payments** for lifetime membership totals just **\$28.00** today.

Single Payment of \$250    **9 Quarterly Payments of \$28**    Choose Your Monthly Payment

Choose your personal Flexible Payment Plan. Pay the Membership Fee in full or pay as little as \$10 each month until it is paid in full. The calculator will help you choose your Flexible Payment Plan. (Minimum monthly payment is \$10)

**Payment Information**

\* Date Of Birth  
May 19 1979

**Calculate Fee**

Your **2 easy monthly payments** for lifetime membership totals just **\$125.00** today.

Single Payment of \$250    9 Quarterly Payments of \$28    **Choose Your Monthly Payment**

**2 payments of \$125**    5 payments of \$50    10 payments of \$25    25 payments of \$10

Choose your personal Flexible Payment Plan. Pay the Membership Fee in full or pay as little as \$10 each month until it is paid in full. The calculator will help you choose your Flexible Payment Plan. (Minimum monthly payment is \$10)

After entering the veteran's date of birth, click **Calculate Fee**. There will be different payment options offered:

- Single Payment option: The full life amount.
- Quarterly Payment option: Pre-calculated payments that are automatically deducted every three months until the balance is paid in full.
- Choose Your Monthly Payment option: A choice of pre-calculated payments that are automatically deducted on a monthly basis until paid in full.

# Utilizing the Online Application

The screenshot shows a web application interface for entering payment information. At the top, there are four steps: 1. Your Information, 2. Service Information, 3. Payment Information (highlighted), and 4. Review. The main heading is "Payment Information". Below it, there is a "Date Of Birth" field with dropdown menus for month (May), day (19), and year (1979). A red "Calculate Fee" button is present. Below the button, a message states: "Your 9 easy quarterly payments for lifetime membership totals just \$28.00 today." There are three buttons: "Single Payment of \$250", "9 Quarterly Payments of \$28" (highlighted in green), and "Choose Your Monthly Payment". Below these buttons, a note reads: "Choose your personal Flexible Payment Plan. Pay the Membership Fee in full or pay as little as \$10 each month until it is paid in full. The calculator will help you choose your Flexible Payment Plan. (Minimum monthly payment is \$10)". The "Payment Method:" section has two buttons: "Credit Card" (highlighted in orange) and "PayPal". The "Credit Card Information:" section includes a "Credit Card Number:" field, an "Expiration Date:" field with dropdowns for month (11) and year (2015), and a "Review My Information" button (highlighted in green) at the bottom right. There are also "Previous" and "Cancel" buttons at the bottom left.

After choosing the preferred payment option, enter the credit card information.

- If choosing quarterly or monthly payments this card will be charged as an automatic deduction each month or quarter.
- The first payment will be charged once the application is submitted.

Be sure to click **Review My Information** at the bottom of the screen. After reviewing the information to ensure there are no errors, click **Process** to submit the application. (see next slide)

- **IMPORTANT:** Upon review for errors, if any changes are required, be sure to recalculate the amount. This information is not saved and will default to payment in full.

# Utilizing the Online Application

1 Your Information   2 Service Information   3 Payment Information   **4 Review**

Transaction Summary	
Transaction Date:	11/17/15

Your Information	
First Name:	John
Middle Name:	
Last Name:	Smith
Street 1:	123 Any Street
Street 2:	
City:	Anytown
State/Province:	KY
ZIP/Postal code:	99999
Email Address:	test@email.com
Donor Phone:	999-999-9999
Billing same as donor:	Yes
Title:	
First Name:	John
Middle Name:	
Last Name:	Smith
Suffix:	
Street 1:	123 Any Street
Street 2:	
City:	Anytown

Purple Heart	
PTSD/TBI	
Other	
Service Retirement	false
VA Disability	
% of Disability	100
Chapter Preference	99

DAV Sponsor Information	
Department	KENTUCKY
Sponsor Name	John Doe
Sponsor Membership Code	52052999999

Payment Information	
Date Of Birth	May 19, 1979
Level:	Age 40 and under
Donation total:	\$250.00
Initial payment:	\$25.00
Future payments:	\$25.00
Frequency:	Monthly
Duration:	10
Payment type:	Credit Card
Credit Card Number:	*****0005

[Previous](#)   [Cancel](#)   [Process](#)

# Review and Things to Remember

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- Always use the veteran's email address or the generic email format [FirstNameLastNameZip@davdonor.org](mailto:FirstNameLastNameZip@davdonor.org). Please do **not** use your email address.
- Complete and accurate service dates are very important.
- Sponsor information should be complete and accurate for proper sponsor credit.
- If choosing a payment plan, the card will be charged **automatically** each month or quarter.
- The first payment will deduct upon processing the application.
- On the review screen, ensure that ALL information is correct, especially the payment amount being charged.
- After the application is processed, please allow 2-3 business days for the member to show on the Membership System.

## In Closing

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*"Leaders don't flock.  
You have to find them  
one at a time."*

- Ross Perot

# Thank You

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For more information, go to [www.dav.org](http://www.dav.org).