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MEMORANDUM

TO: National Line Officers
Board of Directors, including CST, NSF and ADVLM
National Executive Committee
Department and Chapter Commanders and Adjutants
All Employees

FROM: J. Marc Burgess, National Adjutant

SUBJECT: **DAV Centennial Birthday Campaign**

DATE: December 4, 2019

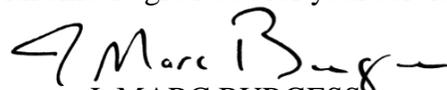
Happy birthday, DAV leaders! As we look ahead to our much-anticipated centennial anniversary, throughout 2020 we will be seeking creative ways to raise awareness and support for the services and assistance we provide America's injured and ill veterans and their families. One example is our new **Donate Your Birthday to DAV** fundraiser, launched in honor of the centennial.

This year, consider inviting your friends and loved ones to spark change by making a donation to DAV. Donating your birthday to DAV brings valuable dollars to our important work and will make your birthday feel even more meaningful.

Learn more about the campaign by visiting dav.org/birthday. Here, you can set up a personal webpage where you can tell your story of why you chose to donate your birthday to DAV, and where family and friends can mark your and DAV's birthdays by supporting our nation's heroes.

It is my sincere hope that you consider joining this campaign and share it with others who may follow your lead. Together, with our friends and family, we can honor the legacy we've inherited and the sacred charge our mission represents.

With sincere gratitude for your service,


J. MARC BURGESS