



Team!

Your role in this organization is a vital piece of how the Disabled American Veterans organization has been engaging and advocating for the improvement of the lives of veterans for 100 years now. We have dedicated our service outside of the camouflage uniforms, to serving veterans of all generations, and all needs. But we can't serve the veterans without members. Membership numbers are the way to support legislation for change in our community.

Outside of servicing claims work, transporting our veterans to their hospital appointments or recruiting volunteers—your role extends as the voice of the DAV, in terms of membership recruitment. Every year, DAV National sends out the recruitment goals, based off the population of veterans in an area. This year, California's quota for membership is 2,420.

California is home to approximately 1.8 million veterans. As of today, 70,308 of those veterans are DAV members. We can estimate that the hard work put forth by the members and employees of DAV California has touched approximately 25% of our California veterans. What if we can affect just 1% more of the rest of the 75% who haven't made DAV their home?

Operation 1% is a DAV California that will incentivize each new veteran that you personally get to sign up to join the DAV. Essentially, when you sign up a new member via the membership app, that veteran will get a \$10 check from HQ—that should cover their first month's payment (considering they opt to pay the least amount a month possible). In order for these veterans to receive their checks, you will have to input their information. You can get there by going to the Employee page on the DAV California website (www.davcal.org/employee) and click on the "Operation 1% - New Member" button.

If you do the math, understanding how lofty a 1% membership goal is; our total number of veterans seen by DSO's in 2018-2019 (according to the data provided to HQ via the DSO reports), was just shy of 11,500. 1% of the untouched 75% of California veterans is 17,296. This number is at first laughable, however, when teams work diligently toward big goals—we are often surprised by what outcomes are possible!

Together We Can.

Daniel Contreras, National 4th Jr. Vice Commander | PSC
CEO-Adjutant
Disabled American Veterans -Department of California

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FULFILLING OUR PROMISES

TO THE MEN AND WOMEN WHO SERVED