



DAV EMPOWERS VETERANS

RESPECT

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COMMITMENT

DAV Webinar

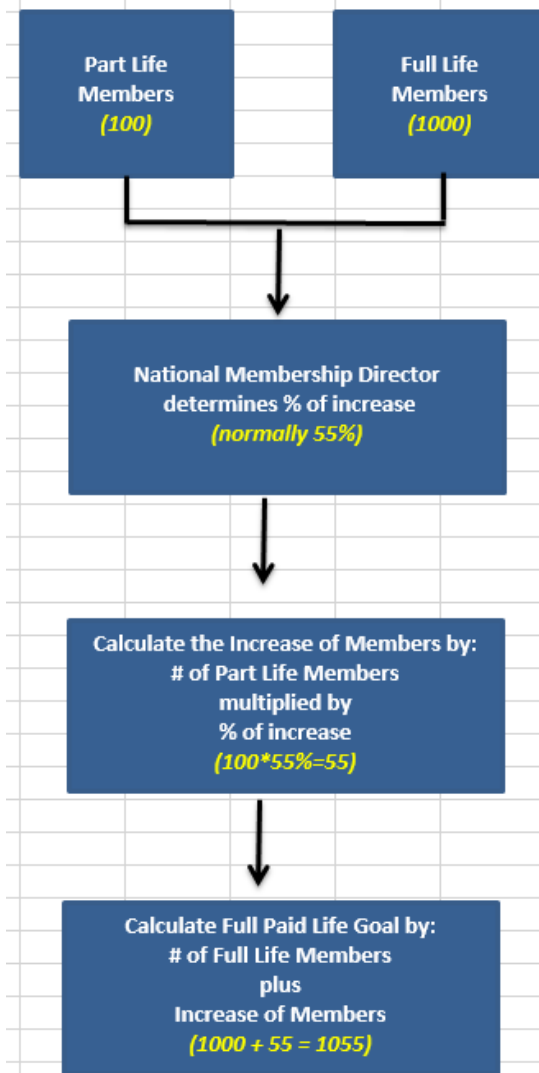
A New Goal Paradigm

November 13, 2018[★]

Doug Wells
National Membership Director
dwells@dav.org
(859) 442-2060



Traditional Goal Calculation



New Membership Goal Formula

- January 4, 2018 Memo
- Zip Code Spreadsheets
- Designate Every Zip Code
- March 1, 2018 Deadline
- Emphasis on New Members – Part or Full
- Requests for Member Prospect File
- MembershipPublic@davmail.org
- 1-888-236-8313



New Membership Goal Formula

- Membership Prospect “Hot List”
- Previous Year’s Recruiting Effort
- New PL *and* FL Comparisons
- Membership System Limitations
- New CRM Geocoding
- Prospect File Requests
- Chapters must Request from NHQ
- Evolving Process



Members Dropped Trends

Members Dropped Off on 7/1

	Date	Total Membership	Members Dropped
2012/2013	6/30/2013 YE	1,248,150	22,356
	7/1/2013 YB	1,225,794	-1.79%
2013/2014	6/30/2014 YE	1,279,391	21,470
	7/1/2014 YB	1,257,921	-1.68%
2014/2015	6/30/2015 YE	1,301,539	19,948
	7/1/2015 YB	1,281,591	-1.53%
2015/2016	6/30/2016 YE	1,322,856	17,401
	7/1/2016 YB	1,305,455	-1.32%
2016/2017	6/30/2017 YE	1,342,856	19,622
	7/1/2017 YB	1,286,608	-4.19%
2017/2018	6/30/2018 YE	1,319,118	44,641
	7/1/2018 YB	1,024,403	-22.34%
		Avg	24,240



Year	2013	2014	2015	2016	2017	2018
Dropped	22,356	21,470	19,948	17,401	19,622	44,641

YB = Year Beginning and YE = Year Ending

Membership Year 2017: SSDM was not ran April-June

2016/2017 Members Dropped does not include the 36,626 trial members that were dropped.

2017/2018 Members Dropped does not include the 170,264 trial or the 79,810 part lifes with no money that were dropped.



New Membership Application

After a minimum down payment of \$40 toward your life membership, you will receive your membership card. The remaining balance is paid in interest-free quarterly payments. All dues payments received are applied to your life membership account. Apply online for as little as \$10 with a recurring monthly credit card payment at dav.org/membership/join-dav. Thank you for becoming a member.



The full cost for DAV Life Membership is based on the applicant's age at the time of application.

Age	Life Amount
40 or Younger	\$250
41 thru 60	\$230
61 thru 70	\$180
71 thru 79	\$140
Over 80	FREE

Receipt _____ Date _____

Name _____

Payment Type

New Membership

Full Life Amt. (see chart) Down Payment (\$40)

\$10 recurring monthly payment (credit card only)

Installment

Amount Paid \$ _____

Payment Method Cash Check Money Order Credit Card

Rec'd by: _____ signature

Membership Application

Date _____

Last Name _____ First Name _____ M.I. _____ Spouse's Name _____

Address _____ Member Code No. _____

City/Town _____ State _____ ZIP _____ Gender: Male Female

Date of Birth _____ / _____ / _____ Date Enlisted _____ / _____ / _____ Branch _____ Date Discharged _____ / _____ / _____

Rank _____ Service-Connected Disability _____ % Receiving VA Comp. VA Pension Service Retirement

Eligibilities: Amputee Visually Impaired Hearing Impaired POW Purple Heart Other

Chapter Preference _____ Department Preference _____ Sponsor's Code No. _____

Sponsor's Name _____ Sponsor's Phone No. (____) _____ Sponsor's ZIP _____

Applicant's Phone No. (____) _____ Email _____

Applicant's Signature _____ Amt. Paid \$ _____ New Installment Payment

Payment Type: Check # _____ Cash MO Visa MC Discover AmEx \$10 recurring monthly payment (credit card only)

Name on Card _____

Credit Card No. _____ - _____ - _____ - _____ Exp. Date _____

Billing Address _____

*Mail application and payment to:
National Headquarters, P.O. Box 145550,
Cincinnati, OH 45250-5550 | Toll Free 888-236-8313
Life membership payments are non-refundable
and are not tax deductible.*

- \$10 Monthly Payment
- Credit Card is Required



New Membership Application

DAV Membership Eligibility

Membership is open to any veteran wounded, gassed, injured or disabled in the line of duty during time of war and to persons who have been awarded expeditionary or campaign medals. "During time of war" shall include the following periods of service:

World War II and Korea	09/16/40 – 01/31/55
Vietnam and other engagements	01/31/55 – 10/14/76
Iranian Crisis, Lebanon Crisis, Invasion of Grenada, Invasion of Panama and other engagements	11/04/79 – 01/31/90
Persian Gulf Crisis, Somalia, Haiti, Bosnia, Iraq, Afghanistan and other engagements	08/02/90 – until terminated by Presidential Proclamation or Congressional resolution

The requirement "during time of war" may also be met if it is determined that the applicant's wound, injury or disability was incurred:

- 1) at any time as a direct result of armed conflict.
- 2) while engaged in extra-hazardous service under conditions simulating war.
- 3) while the United States was engaged in any war.

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- \$10 Monthly Payment
- Credit Card is Required

Accessing the Online Application

You can access the DAV online membership application on any personal computer, smartphone, or tablet. If you have a device with internet access, you always have a DAV membership application!

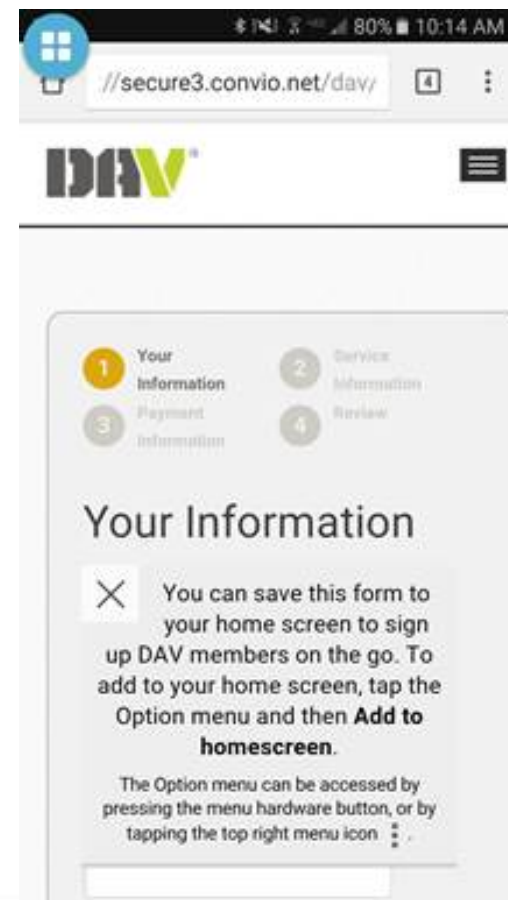
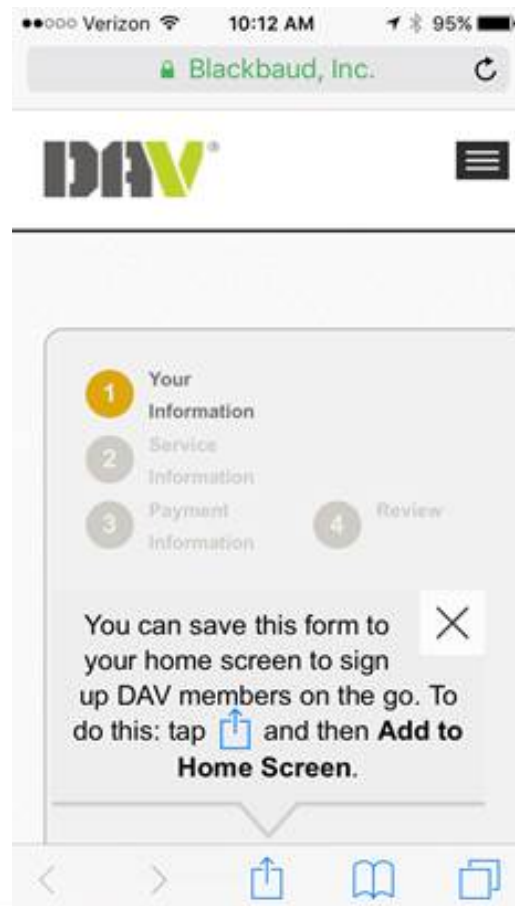
Access the Webinar in the Members Only Section.



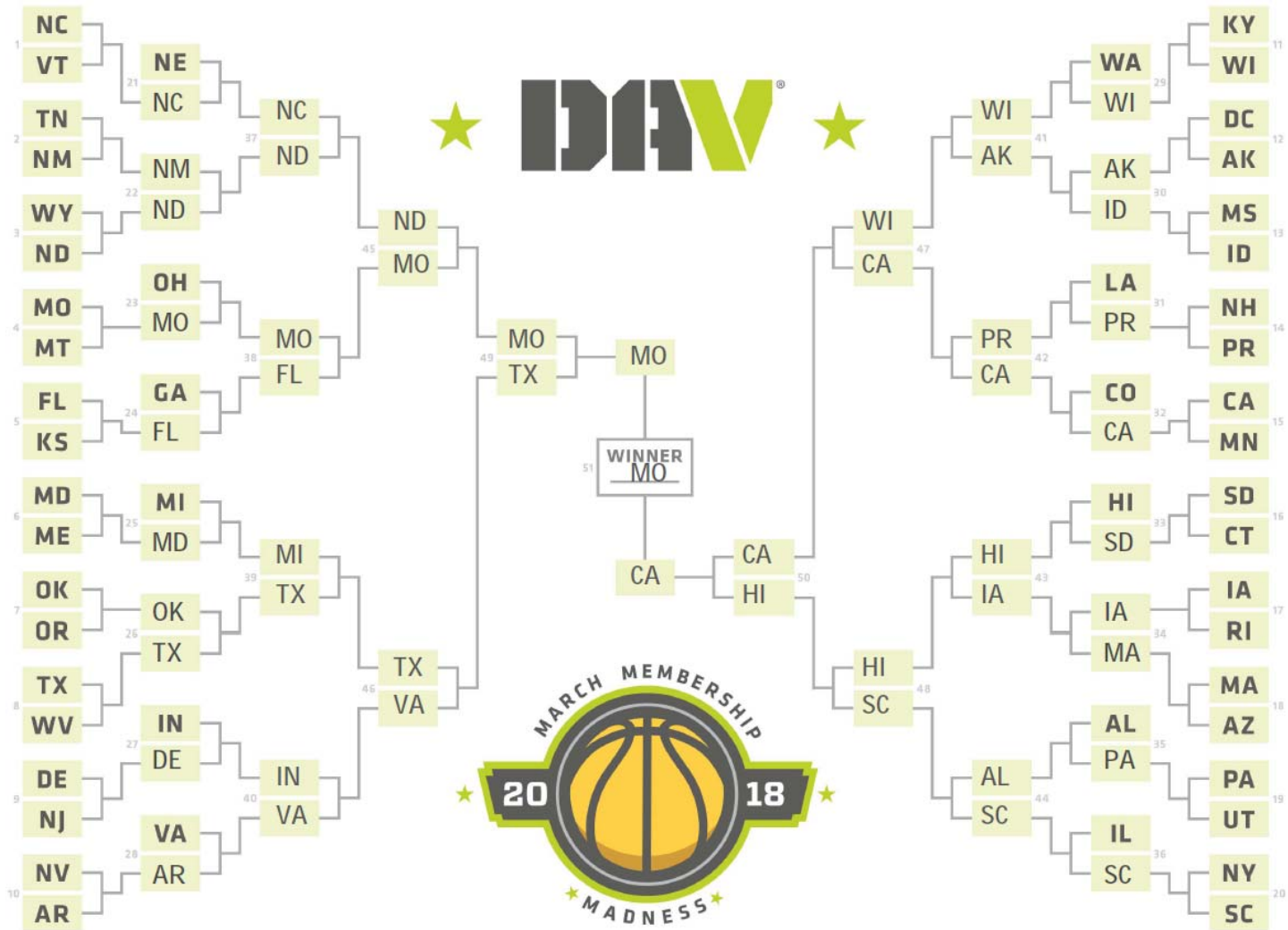
FirstNameLastNameZipCode@davdonor.org
DouglasWells41042@davdonor.org

Mobile Device Application

dav.org/memberapp



March Membership Madness



March Membership Madness



MARCH MEMBERSHIP
MADNESS



- Department Champion
- Department MVP
- Top Individual Recruiter
- Runner-up
- The winning Departments will also receive \$250 Gift Cards from Office Depot!
- Organic Recruiting
- Higher Conversion Rate
- Any Online Recruiting Platform Can Be Used

Membership Dues



DAV

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Member Advantages Partners

- Members enjoy discounts and special offers from our growing family of partners.
- In return for our members using their services each of these partners give back a portion to DAV.
- Visit www.dav.org/membership/member-advantages to learn more about the offers and stay updated on new partners



Questions and Answers





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