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MEMORANDUM

TO: National Executive Committee
DAV, Trust and Foundation Board of Directors
National Interim Committee Members
Department and Chapter Commanders and Adjutants
State Commanders and Adjutants Association President and Secretary
All Employees

FROM: J. Marc Burgess, National Adjutant

SUBJECT: KEEP THE PROMISE CAMPAIGN

DATE: November 7, 2016

With Veterans Day fast approaching, we have some exciting things happening at DAV. One of them is our Keep The Promise campaign. This is an exciting campaign that reaches out to the public through our celebrity ambassadors and corporate partners to invite them to Keep The Promise to our veterans this Veteran's Day by either sending a message of thanks or making a donation.

The campaign will run from November 9th through November 29th. During this period, there will be several messages sent to their fans and customers, and we will also be inviting our supporters to take part in this campaign.

I want to give you a sneak peek of our new Keep The Promise website: HelpKeepThePromise.org – and ask if you can help us test it out by visiting the site and leaving your own personal message of thanks. Here's how it works:

When you visit HelpKeepThePromise.org you'll see two primary calls to action – to GIVE and to THANK A VETERAN. Click on THANK A VETERAN to leave your own personal message. Each message will be considered a "Promise Kept."

What's exciting is that these actions will be tracked in real time on our ticker at the top of the website's home page, so each participant – and that means you – can see the impact of their actions.

There are two easy ways for you to say thank you to a veteran and express your gratitude for the sacrifices men and women in uniform make every day. The newly released website will feature DAV's Wall of Thanks. This user-friendly tool allows you to post your own personal message to the digital Wall of Thanks. We hope you will help us fill the wall with lots of inspiring messages. We also have the Thank-A-Vet tool which allows you to create your very own special video tribute to your loved ones and friends that have served or are serving in the military.

You can share this with friends and family members so they can enjoy this special message of thanks with you. If you would like to post a message on the Wall of Thanks and create your own Thank-A-Vet video that's great. However, if you only want to do one of the messages that is extremely helpful as well.

Finally, I'm sure you'll be as excited as I am to see the great group of celebrity ambassadors who are going to help us during our Keep The Promise campaign. We're certainly appreciative that these people will be lending their name, and their voice, to spread DAV's message.

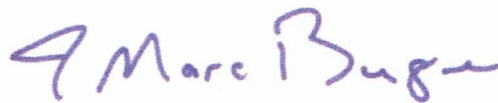
- Reba McEntire
- Jordin Sparks
- LaDanian "LT" Tomlinson
- 3 Doors Down
- LeAnn Rimes
- Lee Greenwood
- Daryl Worley
- Justin Moore

We also encourage you to share the campaign on your social media platforms and if you do so please use the hashtag #KeepThePromise.

If you have any further questions or run across any problems with the website please contact Dan Clasgens at dclasgens@dav.org before November 9th.

Thank you for your support of this campaign, and for helping us put it in motion. I look forward to sharing the campaign results with you soon!

Sincerely,



J. MARC BURGESS