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**TO:** National Executive Committee  
Department and Chapter Commanders and Adjutants  
Auxiliary Department and Unit Commanders and Adjutants

**FROM:** Douglas K. Wells, Jr.

**DATE:** May 1, 2024

**SUBJECT:** DAV Recruiter Rally

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Wall Street banker Carla Harris, once said, “Your human talent is your most important talent.” And when it comes to recruiting new members into our organization, those words ring true. That’s why DAV is announcing our latest recruiting incentive—the DAV Recruiter Rally.

You don’t need to be a “super recruiter” to join this recruiting sweepstakes. We’re looking for as many current members as possible to recruit at least one new member each. There’s one entry per person, no matter how many new members you recruit.

However, if you are a super recruiter (or about to become one) DAV’s current benefits and awards remain in place in addition to your entry to the Recruiter Rally.

What is this and how does it work? Here are the details:

- Beginning May 1, 2024 and running through June 30, 2025, any DAV or DAV Auxiliary member who recruits at least one DAV member is eligible to win a trip for two, including hotel, to Las Vegas for the 2025 DAV and Auxiliary National Convention and \$2,500 spending money!
- Simply recruit one member during this period and you’ll automatically be entered into the drawing.
- After July 1, 2025, we’ll hold the drawing at DAV National Headquarters and broadcast it live on our social media channels.
- Finally, apart from successfully recruiting a new, paid member in the allotted time, there’s no payment or donation required to enter the contest. DAV will issue a 1099-Misc tax document to the contest winner.

For tips and tricks on recruiting, you can find all the relevant information formatted in two ways: [digital](#) and [print](#), and there’s also an accompanying [video](#) that explains how to use DAV’s Recruitment Resource.

Please share the exciting news of the DAV Recruiter Rally with your fellow members!

As always, if you have any questions or concerns, you can always reach out to me and my team at [membership@dav.org](mailto:membership@dav.org).

  
Douglas K. Wells, Jr.  
National Membership Director

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