

DISABLED AMERICAN VETERANS AUXILIARY

STRATEGIC PLAN



*Making a difference in the lives
of disabled veterans and their families.*

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Photo by Senior Airman Kristin Weathersby/DOD



Photo by Tech Sgt. Jarad A. Denton/Air Force



MISSION STATEMENT

The Mission Statement of the DAV Auxiliary (Disabled American Veterans Auxiliary) focuses attention on the full circumstances of all disabled American veterans and their families. They are the most important constituents of the Auxiliary.

In the course of activities to the benefit of disabled veterans, great value is placed on, and high regard is paid to, people or factors that are in alignment with the mission—Americanism, community, education, history, legislation, loyalty and more.

Activities that make a “difference”—a positive impact—are complementary to and ultimately serve the best interests of all disabled veterans.

ORGANIZATIONAL VISION & VALUES

VISION

The DAV Auxiliary is committed to supporting the principles of DAV (Disabled American Veterans) and fulfilling the purpose and goals to which our organizations are devoted. As advocates for the well-being of disabled veterans and their families, we are dedicated to the pursuance of veterans’ legislative initiatives, instilling patriotism in our fellow Americans, promoting youth involvement in all programs, and encouraging voluntary service.

The vision of the DAV Auxiliary is an organization in action with the intent to inspire and motivate members to actively participate in the activities of the Auxiliary. We will continue to offer an impressive level of distinctive service to disabled veterans, their families, and caregivers while supporting those who served our country, assisting the wounded who answered the call, and remembering those who gave their all.

VALUES

Core values define the worth of an organization. These are the filters through which all potential goals and actions are passed. To be worthy of undertaking, the plan must meet the standards of the DAV Auxiliary’s core values. Of all the wonderful words that might have been chosen, the following four have meanings that capture the values of the Auxiliary:

- Comradeship
- Loyalty
- Devotion
- Service

GOALS, ISSUES & STRATEGIES

- ★ **GOAL 1** Increase membership in the DAV Auxiliary and provide opportunities for a new generation of members to become involved in Auxiliary programs and activities.

ISSUE: Retention of current members and recruitment of new members are essential for the Auxiliary to remain viable and to carry out its mission.

STRATEGY:

- Publicize eligibility criteria.
- Educate members about the affordable life member down payment, online membership application and convenient automatic payment availability.
- Develop new incentives for membership recruitment.
- Develop a recruitment campaign to attract members to serve veterans of the most recent conflicts.
- Develop programs to attract non-active member involvement in meetings and programs that serve veterans and their families.
- Urge local units to focus on member recruitment.

- ★ **GOAL 2** Promote growth of the DAV Auxiliary by becoming more welcoming and supportive of new ways and ideas while still maintaining the traditions of the organization.

ISSUE: The flexibility of the organization has been challenging for promoting growth and active involvement.

STRATEGY:

- Encourage and train members to take active roles and leadership positions within the organization.
- Promote and enhance communication among members and leadership at all levels.
- Encourage suggestions and new ideas at all levels of the organization.
- Embrace the membership age span within the organization and encourage a spirit of change to attract new and younger members.
- Identify the unique needs of veterans, caregivers and their families and develop programs to meet those needs.
- Promote caregiver and public awareness within the community for veterans and their families.
- Promote the national Caregiver Initiative Program and develop strategies to increase funding for sponsorship of caregiver/companion well-being initiatives.

- ★ **GOAL 3** Embrace technology and communication techniques to reach DAV Auxiliary members and potential members of all generations.

ISSUE: The Auxiliary faces challenges with the different methods of communication with all generations.

STRATEGY:

- Continue to develop strategies to improve communication using the website, email and social media, as well as the standard forms of communication such as: newspaper, magazine, TV, press releases and mail.
- Encourage and educate members to use electronic methods to keep in touch with the organization using the website, email and various forms of social media.
- Customize communication messages with specific subject matter to increase interest and response from various audiences.
- Promote organization awareness through all communication venues.

- ★ **GOAL 4** Develop standard operating procedures to maintain continuity for the organization at the national, state and unit levels.

ISSUE: The operations of the DAV Auxiliary must be conducted in an organized and efficient manner to achieve the goals of the organization.

STRATEGY:

- Develop training to educate members, develop leadership skills for current and future leaders, and increase member involvement.
- Develop education/training sessions at the national, state and unit levels.
- Create new programs that will interest current and potential members in helping veterans and their families.

★ **GOAL 5** Create and maintain a sustainable financial income to support and grow the DAV Auxiliary's programs and activities.

ISSUE: The Auxiliary's operating funds are generated through membership dues, donations and fundraising projects. The organization needs to develop ways to increase income so it can continue to serve the ever-growing needs of our veterans and their families.

STRATEGY:

- Continuously monitor Auxiliary investments to maximize the rate of return with an appropriate risk level and minimize fees and costs.
- Develop and implement effective marketing strategies to increase membership, donations, and fundraising projects.

ABOUT THE DAV AUXILIARY

The DAV Auxiliary was founded in 1922 and has been dedicated to a single purpose: making a difference for disabled American veterans and their families. Commitment to that purpose has required the Auxiliary to take creative actions and be flexible to change. As a support organization, we maintain communications with DAV, our parent organization. We reinforce DAV initiatives with correspondence to legislators, participation in the National Transportation Network, aiding families, and fulfilling many other needs. Using our firsthand knowledge, we raise awareness of the needs of today's disabled veterans in the community. The Auxiliary has focused its attention and resources on making a difference.

The DAV Auxiliary must respond to the challenges of meeting the changing needs of the veteran population and adapt to a changing environment. Technology affects every area of the Auxiliary's operations, from membership to communications.

Recognizing the future presents challenges and exciting opportunities to the organization, a team of DAV Auxiliary members was selected in 2009 to begin work with the support of the parent organization on a Strategic Plan to ensure the continued growth, strength, and energy of the Auxiliary well into the 21st century. Since then, input has been gathered from Auxiliary leaders and members throughout the entire organization. Their insights have been incorporated into this Strategic Plan, which is intended to be flexible and responsive to the ever-changing needs of disabled veterans and their families. This Strategic Plan is a blueprint for DAV Auxiliary's future.

STRATEGIC PLANNING PROCESS

The Strategic Planning process began in 2009 with a concentrated assessment of the organization's strengths, weaknesses, challenges and opportunities by an appointed committee of members and leaders.

Evaluation and establishment of goals, issues, and strategies for the improvement and advancement of the organization required many hours of dedicated and forward-thinking discussions. During the course of the planning process, the committee worked diligently to design a structured plan for business practice enhancement, leadership development, substantial membership growth and effective fundraising initiatives. In 2018 and 2023, a committee completed a review of the strategic plan and made necessary adjustments to keep the organization in forward motion.

To achieve maximum success, the DAV Auxiliary will continue to promote harmony and unity with DAV and work together in a spirit of cooperation to carry out the mission of service to disabled veterans and their families.

