



DONATE YOUR BIRTHDAY

This year, for your birthday, invite your loved ones to make a difference in the lives of America's veterans, by donating to DAV. This generosity will honor the sacrifices of those who served, and it will make your special day even more memorable.



FIVE SIMPLE STEPS TO DO GOOD ON YOUR SPECIAL DAY

1. Sign up on dav.org/birthday.

Set up a personal webpage to tell the story of why you chose to donate your birthday to DAV. On this page, family and friends can make a direct donation to DAV in your honor.

2. Set a goal.

How much money do you want to raise? DAV will celebrate 100 years in the year 2020. For your birthday in 2020, could you raise \$1 for each year DAV has been helping veterans? *For every \$1 donated, DAV is able to provide \$40 in benefits for veterans. Raising \$100 would provide \$4,000 in benefits to disabled veterans in need. What a way to make an impact on your birthday!*

3. Write a compelling birthday message.

Craft the story you will tell your friends and family to convince them to donate! State why you want to support DAV and explain what DAV does as well as how the money will be spent. Emphasize any personal connections you have to the cause, such as your own volunteerism or your experiences with veterans.

SAMPLE MESSAGE

Hello friends and family! Instead of giving me a gift this year on my birthday, please consider making a donation to DAV (Disabled American Veterans). My (Family Member and/or Friend) served in the military and I would like to give back and support so many that have sacrificed so much for our freedoms. DAV has helped veterans as well as their families for 100 years and I want to see them around for the next 100! My fundraising goal is \$100. Please join me in supporting disabled veterans on my birthday!

4. Promote your call to action.

Post your call to action and link to your fundraising page! Send a text or an email to family and friends, include the link in a Facebook birthday party invitation, or tweet it to all your followers—whatever ensures you reach the people who matter to you and might be interested in donating. To get the momentum started, make the first donation yourself.

5. Share your progress.

Keep your loved ones updated on your fundraising efforts. After you end your fundraiser and donate the money, contact everyone who donated and thank them personally for their contribution. Let them know how much money you raised overall and talk about how that money will make a difference for DAV.