Accessing and Utilizing the DAV Membership Application Online
Webinar–11/19/15

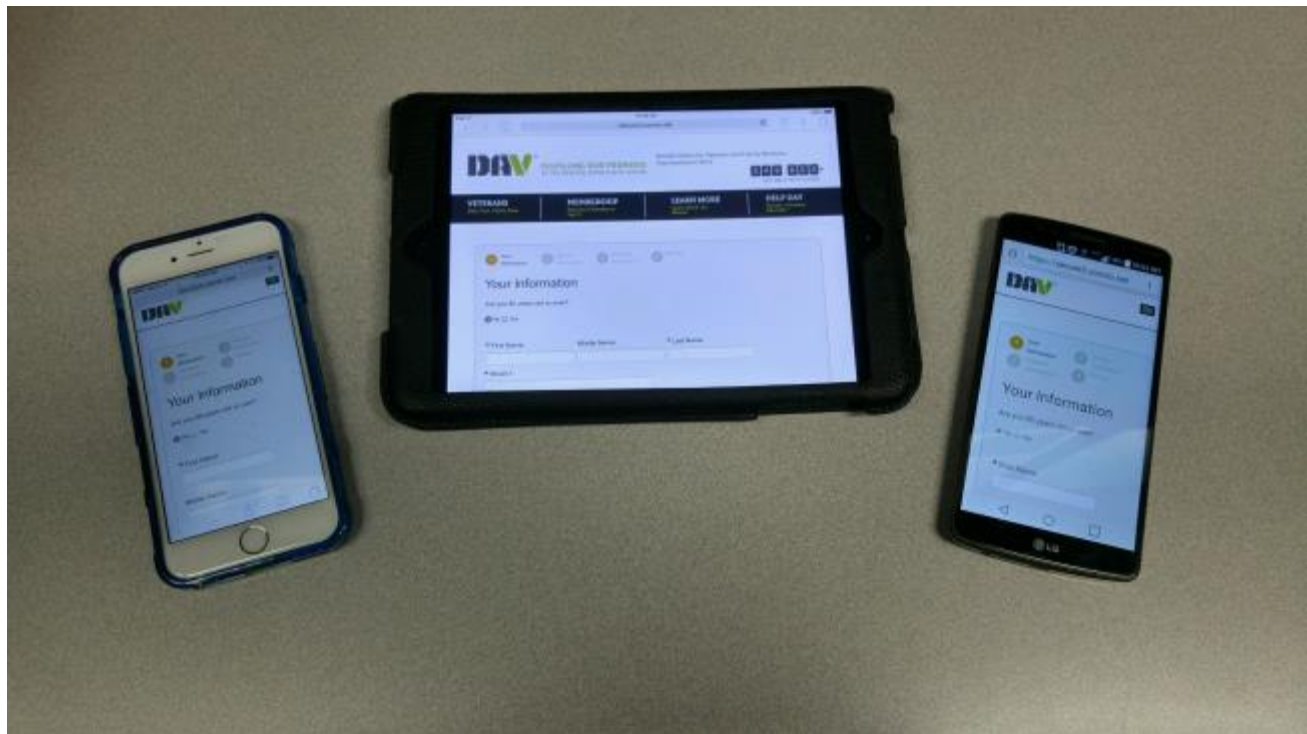## Doug Wells

dwells@dav.org

(859) 442-2060

Purpose

- Every Member a Recruiter

- The Goal: Attain and Sustain 1.3 Million Members

- Better Conversion Rate

- 2014/2015 New Members: 21,682

- 2014/2015 Deceased: 16,996

- 2014/2015 Net Gain: 4,686

- Current Membership 1,291,806

Accessing the Online Application

You can access the DAV online membership application on any personal computer, smartphone, or tablet.

Remember…If you have a smartphone or tablet, you always have a DAV membership application!

PCI Compliance

PCI DSS stands for Payment Card Industry Data Security Standards, and is a worldwide security standard assembled by the Payment Card Industry Security Standards Council (PCI SSC). PCI DSS includes technical and operational requirements for security management, policies, procedures, network architecture, software design and other critical protective measures to prevent credit card fraud, hacking and various other security vulnerabilities and threats. The standards apply to all organizations that store, process or transmit cardholder data.

DAV has implemented the DAV Payment Card Industry (PCI) Policy to protect our member and donor's credit card information. Our DAV online membership application adheres to this policy.

Accessing the Online Application

- Go to www.dav.org
- Using the Membership dropdown menu, choose **Join DAV**

Accessing the Online Application

- Click **Become a Member Online**

Utilizing the Online Application

Required fields are marked with a red asterisk.

Email address is a required field. Please use the email of the veteran **only**. If he/she does not have an email address you may use the following generic format: FirstLastZip@davdonor.org.

For example: DougWells41076@davdonor.org

If the billing name or address is different than the application information, uncheck **Billing Information is same as Member information**. It will then allow you to enter alternate billing information.

Utilizing the Online Application

Complete and accurate service dates are required. IRS requires at least 90% of total membership to be considered eligible in order for DAV to maintain our non-profit status. Service dates help DAV to uphold that status.

Although the eligibility definitions are not required, they are still important for statistical purposes. Please fill in this information if you have it.

Chapter Preference: Only enter the number of the chapter. Do not include text or special characters (including #) in front of the number. If the applicant does not know the chapter that he/she would like to join, click **Find a Chapter Here**. Use this tool to find the closest chapter.

DAV Sponsor Information: Please be sure to enter this information correctly to ensure proper sponsor credit.

Utilizing the Online Application

After entering the veteran's date of birth, click **Calculate Fee**. There will be different payment options offered:

- Single Payment option: The full life amount.

- Quarterly Payment option: Pre-calculated payments that are automatically deducted every three months until the balance is paid in full.

- Choose Your Monthly Payment option: A choice of pre-calculated payments that are automatically deducted on a monthly basis until paid in full.

Utilizing the Online Application

After choosing the preferred payment option, enter the credit card information.

- If choosing quarterly or monthly payments this card will be charged as an automatic deduction each month or quarter.

- The first payment will be charged once the application is submitted.

Be sure to click **Review My Information** at the bottom of the screen. After reviewing the information to ensure there are no errors, click **Process** to submit the application. (see next slide)

- IMPORTANT: Upon review for errors, if any changes are required, be sure to recalculate the amount. This information is not saved and will default to payment in full.

Utilizing the Online Application

Review and Things to Remember

- Always use the veteran's email address or the generic email format FirstNameLastNameZip@davdonor.org. Please do **not** use your email address.

- Complete and accurate service dates are very important.

- Sponsor information should be complete and accurate for proper sponsor credit.

- If choosing a payment plan, the card will be charged **automatically** each month or quarter.

- The first payment will deduct upon processing the application.

- On the review screen, ensure that ALL information is correct, especially the payment amount being charged.

- After the application is processed, please allow 2-3 business days for the member to show on the Membership System.

In Closing

"Leaders don't flock. You have to find them one at a time."

- Ross Perot

Thank You

For more information, go to **www.dav.org**.