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TO: National Executive Committee  
Department and Chapter Commanders and Adjutants  
National Interim Membership Committee  
National Service Officers

FROM: Douglas K. Wells, Jr., National Membership Director

DATE: February 16, 2023

SUBJECT: DAV March Membership Madness

I once again invite you to join me in celebrating DAV MARCH MEMBERSHIP MADNESS! This tournament will run from March 9 through March 29, and will organize our departments in a bracket-style format to encourage comradery and inspire members of their chapters to assist with this effort.

Departments will advance each Monday and Thursday based upon the highest percentage increase of new members recruited, using any DAV online membership application, versus their goals established at the beginning of the membership year. Should a department be eliminated from the actual tournament, it can still be recognized as "Department MVP" by recruiting the most new members using any online membership application during this time frame.

In addition to stylish trophies, the tournament Department Champion and Department MVP will each receive a \$250 Office Depot gift card. Further, the top two individual recruiters who recruit a minimum of 25 new members using online membership applications will each receive engraved iPads.

Only those new members, both part-life and full-life, recruited via DAV's online membership applications will be counted toward this effort. Also, remember that DAV's Recruit A Warrior program is now again active. Please visit [dav.org/warrior](http://dav.org/warrior) to generate your unique recruitment link or QR code.

Some departments are given a first round bye in order to facilitate proper seeding of the tournament, and seeding is based upon success in the previous March Membership Madness effort. An up-to-date copy of the bracket will be available for your review in the Member Resources section of [dav.org](http://dav.org) so that you can follow along with the tournament's progress.

Please download the attachment to view the DAV 2023 March Membership Madness details.

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[Download the DAV 2023 March Membership Madness Bracket](#)



