

**BUILDING AMERICA'S NEXT GREATEST GENERATION**



**IRAQ AND AFGHANISTAN  
VETERANS OF AMERICA**

**WE'VE GOT  
YOUR BACK.  
IAVA.ORG**

Founded in 2004, IAVA is the first and largest non-profit, non-partisan education and advocacy organization for our newest generation of heroes, with over 200,000 member veterans and civilian supporters nationwide.



The mission of Iraq and Afghanistan Veterans of America (IAVA) is to improve the lives of Iraq and Afghanistan veterans and their families.



**WE'VE GOT  
YOUR BACK**

**IAVA.ORG**



**IAVA MEMBERSHIP IS NATIONAL, STRONG, AND GROWING EXPONENTIALLY:**

- In the past year, membership has increased by **222 percent**
- There are over **16,000** active members in IAVA's online community of veterans
- IAVA contributes regularly to ABC, CNN, CBS, MSNBC, FOX NPR, The New York Times, AP, Newsweek, The Huffington Post, and other major television, radio and print outlets.

## IAVA's Average Member

- Male (88.7%)
- 26-30 years old (33.1%)
- Veteran of the Iraq War (68.4%)
- Served in the Army (67.6%)
- Student (36.8%) or
- Has a Civilian Job (35.5%)
- Married with Children (40.4%)
- Owns Their Own Home (44.6%)
- Politically Independent (35.2%)



## THE LOCAL POST

Veterans in a community  
o r g a n i z e d

They coordinated with  
o t h e r c o m m u n i t i e s

They came together to  
f o r m N a t i o n a l  
O r g a n i z a t i o n s

This model has served the  
l a s t t h r e e g e n e r a t i o n s

Local organizing has  
v a l u e b u t ,

It does not serve this  
g e n e r a t i o n o f v e t e r a n s



## THE VETERAN POPULATION

World War I: 4%  
4.3 Million

WWII/Korea: 11%  
18 Million

Vietnam War: 1.2%  
2.6 Million

Gulf War: .2%  
700,000

OIF/OEF: .7%  
2.2 Million

TOTAL VETERANS TODAY  
22.7 Million: 7.4%

We lose 500,000  
veterans per year.



## REDEFINING COMMUNITY

OIF and OEF Veterans are  
less than 1% of the  
p o p u l a t i o n

This generation defines  
community differently

Community is no longer  
bound by geography

The current generation  
defines community based  
on their access to  
information and their  
common interests

A new model for services  
i s n e e d e d





From the NYSHF Report

*"Because they make up such a small percentage of Americans, they return to every corner of the country that has, for the most part not shared their experiences."*

*"Veterans had trouble identifying what services were available, whether their services fit their needs, if they were eligible for these services, where they could access them, and how to apply."*

*"42% of veterans surveyed said that they did not have a "good understanding of benefits available to them," and 27% said that they did not know "how to get their questions answered."*

*"They suggested building a community for this new generation of veterans where information could be shared"*



# [ NEW YORK'S ] [ NEWEST VETERANS ]

Key Findings and Policy Implications of the RAND Corporation's  
Needs Assessment of New York State Veterans

Moran Banal and Bryan Maxwell

The new model is going to be  
D E C E N T R A L I Z E D

Veterans are using social media to connect with each other and the services they need

Vets want to communicate with veterans' services the same way they connect to their friends, families and the world

As social interaction changes, so must our model of delivering information and service

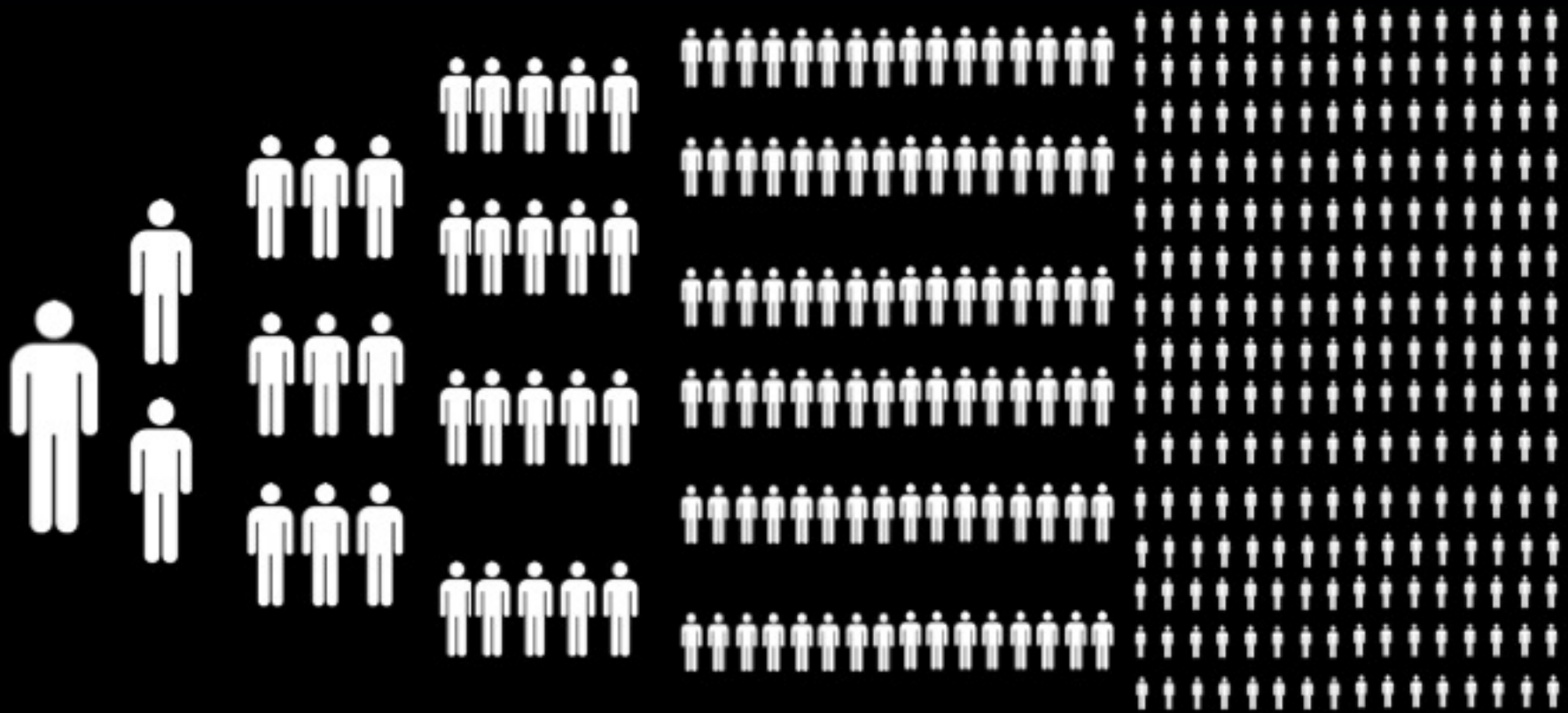
Social Media will be used to curate information and vet the quality of services

The image displays a collage of social media content for the Iraq and Afghanistan Veterans of America (IAVA). At the top right, a vertical navigation bar for the IAVA website lists: MAIN, MY PAGE, MEMBERS, GROUPS, LEADERBOARDS, QUICK LAUNCH, and MANAGE. Below this is the IAVA logo and the text "IRAQ AND AFGHANISTAN VETERANS OF AMERICA".

The central part of the collage shows a Facebook page for "Iraq and Afghanistan Veterans of America". The page header includes the IAVA logo, the name "Iraq and Afghanistan Veterans of America", and the location "New York, New York". The main content area features a post from "Iraq and Afghanistan Vets..." with a photo of a group of people. The post text reads: "As we celebrate Father's Day, a powerful reflection from Iraq veteran Matt Mellina on the intersection of war and fatherhood: <http://ow.ly/500D>". Below the post are several comments, including one from "The Sandbox: GENERATIONAL GAP" and another from "Julie Nalin-Linder" with 362 likes. The Facebook page also shows a "Check-in" section with 294,202 people who like the page, and a "Sponsored" section for a "T-shirted Fan!".

At the bottom left, a Twitter profile for "@iava" is shown. The profile includes the IAVA logo, the name "IAVA", the location "New York, New York", and the mission statement: "IAVA's mission is to improve the lives of Iraq and Afghanistan veterans and their families." Below the profile is a "Following" button and a list of tweets. The tweets include: "RT @dongomezjr: Royal Marine killed by Taliban leaves £100,000 to send his mates to Vegas [#Wow](http://bit.ly/ftaFCy) 1 hour ago", "70+ companies are looking to hire #vets at VOWS 2011. Get your resume in their hands! [@VeteransonWS #jobs](http://ow.ly/5lq67) 6 hours ago", and "Closing in on #6! Help @ExploreOrg donate another service dog to a #vet. Every 5K FB Likes = 1 puppy: <http://on.fb.me/f6PVwv> 19 Jun".

At the bottom right, a Twitter "About @iava" section is visible, showing statistics: 7,504 Tweets, 2,623 Following, 6,207 Followers, and 499 Listed. Below this is a "You and @iava" section showing a list of accounts followed by @iava, and a "Similar to @iava" section showing profiles for Lance Armstrong, Matt Bailey, and Jadzia Imani.



Jon shared pictures and updates from an event with his 299 Twitter followers, his 494 Facebook friends, and his over 16,000 fellow veterans on IAVA's online community. He also talked to his friends, family, and fellow service members in his National Guard unit. Each message was amplified as it was spread throughout his online networks.

And that is just the online reach of one member. At every event, influential, strong, and connected IAVA members shared information with their families, friends, and personal networks reaching over **600,000** people who now have heard about services that support our returning troops from the most credible source there is – a vet that has personally experienced the benefits of the program .



**IAVA ACCOMPLISHES OUR MISSION BY FOCUSING ON THE 3 A'S.**

**AWARENESS:** Engage the public through media outreach and innovative partnerships.

**ASSISTANCE:** Connect veterans to critical resources in new ways.

**ADVOCACY:** Develop legislation with lawmakers and testify on Capitol Hill.



A major factor in building awareness has been IAVA's PSA campaign with the Ad Council. This campaign lets veterans know there is a powerful group at IAVA who understand, serve and protect their fellow veterans; a group that has got their back.

The PSAs have received over **\$107 Million** in donated media support in television, radio, outdoor, online, and more, reaching **tens of millions of Americans**.

**WE'VE GOT YOUR BACK.**  
JOIN OUR ONLINE COMMUNITY AT **IAVA.ORG**



**IRAQ *and* AFGHANISTAN**  
**VETERANS *of* AMERICA**

The PSAs direct vets to IVA's Community of Veterans:  
A 21<sup>st</sup> Century Veterans Hall.

This exclusive social network offers peer-to-peer support,  
critical resources and camaraderie, and has helped  
thousands with their transition home.

## WHAT IS COMMUNITY OF VETERANS?

**PRIVATE ONLINE  
COMMUNITY**



A social network  
comprised solely of  
verified Iraq and  
Afghanistan veterans.

**SHARE CHALLENGES  
& TRIUMPHS**



Offers safe space for  
veterans to connect and  
participate in  
discussions and forums.

**ACCESS  
RESOURCES**



Provides critical  
information about  
urgent issues facing  
veterans.

**THOUSANDS OF  
ACTIVE USERS**



The community  
experienced a  
membership growth  
of 590% in 2009.

In July 2010, Miller High Life and IAVA partnered to "Give a Veteran a Piece of the High Life." The program generated over **\$1 Million** in cash and experiences, including sporting events, concerts, trips and more. This campaign directly benefited more than 5,000 Iraq and Afghanistan veterans and their families.







IRAQ and AFGHANISTAN  
VETERANS of AMERICA

GET UPDATES TELL A FRIEND DONATE

REWARDS

FOR AMERICA'S NEWEST  
GENERATION OF VETERANS  
AND THE PEOPLE WHO SUPPORT THEM

ABOUT IAVA

TAKE ACTION

MEMBERSHIP and RESOURCES

IAVA in WASHINGTON

for PRESS and BLOGGERS

### the RUCKSACK: REWARDS for VETS

Where IAVA Member Veterans get access to exclusive tickets, giveaways and more. Signing up is free and easy. Open to all confirmed veterans of Iraq (OIF) and Afghanistan (OEF).



#### \* VETS: FIND REWARDS NEAR YOU

ZIP CODE:

SEARCH >

#### \* ABOUT RUCKSACK



#### IN this SECTION

- IAVA REWARDS
- FIND REWARDS
- FAQS
- PARTNERS

IAVA featured REWARDS



SCREENING & RECEPTION FOR  
"WARTORN: 1861-2010"  
NEW YORK, NY

MORE DETAILS >



WWE SUPERSHOW AND  
FAN APPRECIATION DAY  
HARTFORD, CT

MORE DETAILS >

#### \* GET YOUR REWARDS

Use your free IAVA membership to

Through The Rucksack, IAVA connects confirmed OIF and OEF veterans with exclusive partner programs. Veterans can log on and request free tickets, giveaways, resources, and more. In the past six months, over 10,000 rewards have been distributed.

In Fall 2010, IAVA partnered with Joseph Abboud and JC Penney to launch "Welcome Home Joe." **5,000** certificates for suits were donated to equip the newest generation of veterans with the tools they need to succeed in the civilian workforce.

The popularity of this program speaks to the need for action: 1,000 certificates were requested in the first hour of the program.

IAVA membership grew **11%** in the first two weeks post launch.



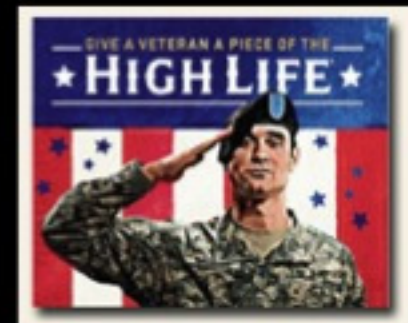
# NEW MODEL FOR SERVICE D E L I V E R Y

A trusted national brand builds and  
c e r t i f i e s :

- Networks of local nonprofits
- National resource providers
- Government agencies
- Partners in the private sector

National organizations build the  
network and offer it to vets

The Community curates the  
services and provides the  
r e c o m m e n d a t i o n s .



**DELIVERING SERVICES  
NATIONALLY**

**2007: Expanded VA Health  
Care for OIF/OEF Veterans**

**2008: Post 9/11 GI Bill**

**2009: Mandatory Mental  
Health Screening**

**2009: Advanced Funding for  
VA Health Care**

**2010: Caregivers Support  
P r o g r a m**

**2010: Female Veterans  
H e a l t h C a r e**

**2010: Upgrades to the Post  
9 / 1 1 G I B i l l**



## ADVOCACY IN REAL TIME

Social Media allows vets a real time link to IAVA's efforts in Washington

We survey our members and develop policy priorities based on what they need today

Close connections with members and their families allows IAVA to educate through our reports, blogs and videos.



[Home](#) [Donate](#) [The Week](#) [Meet the Vets](#)

# FOLLOW ALONG LIVE

VIDEO, PHOTO AND TEXT UPDATES FROM THE VETS ON CAPITOL HILL

BY TEAM: [ALPHA](#) [BRAVO](#) [CHARLIE](#) [DELTA](#) [ECHO](#) [FOXTROT](#) [GOLF](#) [WAR ROOM](#)

BY TYPE: [VIDEOS](#) [PHOTOS](#) [TWEETS](#) [BEST OF](#) [PRESS COVERAGE](#)



Miss any of the action during IAVA's Storm the Hill 2011? Check out this video recap, and stay involved in our fight to end [4.01.11](#)

"The Stormers are oscar mike to Section 60 at Arlington National Cemetery to honor our fallen brothers and sisters. Never forget."

[4.01.11](#)

"I expect Senators, Congressmen and maybe even a President to come out of this group. We're just getting started."

Paul Rieckhoff, to our amazing and inspiring team of Stormers

[4.01.11](#)



The full team - all the Stormers and IAVA's incredibly hard-working staff. These folks made this week [4.01.11](#)



IAVA's Todd Bowers welcoming everyone at K street lounge and [4.01.11](#)



Team Charlie met with Sen. Reid's vets' team. They're keeping [4.01.11](#)



Across the country, IAVA provides unique opportunities for veterans to come together to make a difference. These experiences foster a powerful sense of support, deliver critical resources, and are essential for building a strong community.

**CONTACT:**

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