

Duties & Responsibilities of the BPTL

Jeremy Villanueva

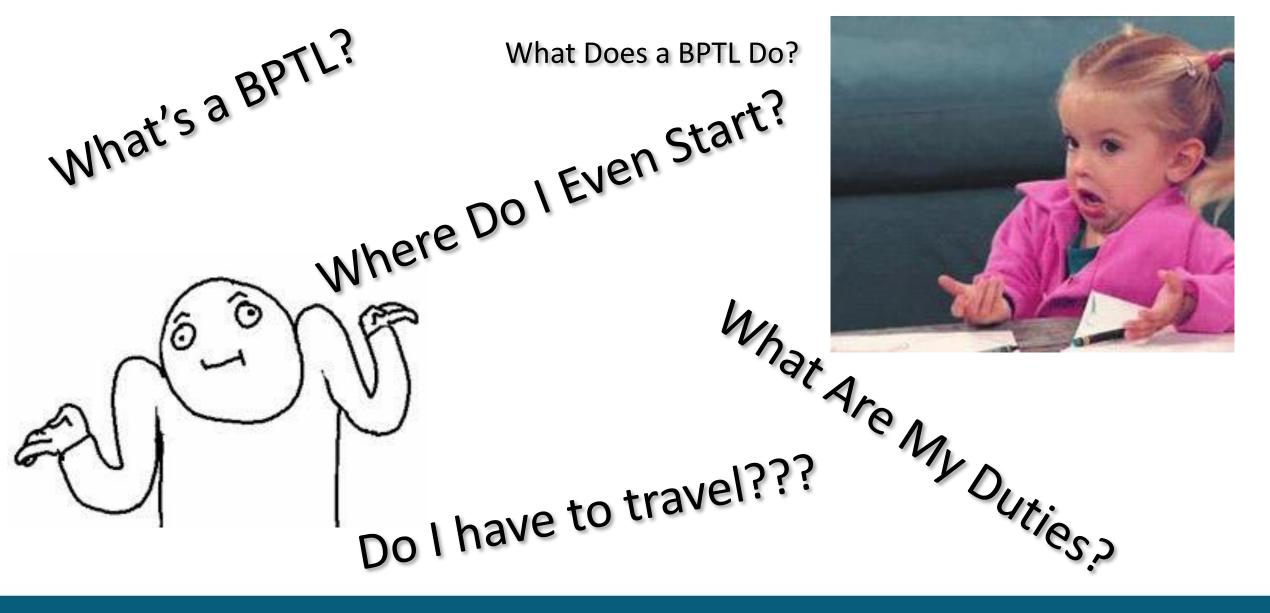
Assistant National Legislative Director



Congratulations and Welcome To All The Newly Appointed BPTLS!









Duties and Responsibilities of the Benefit Protection Team Leader

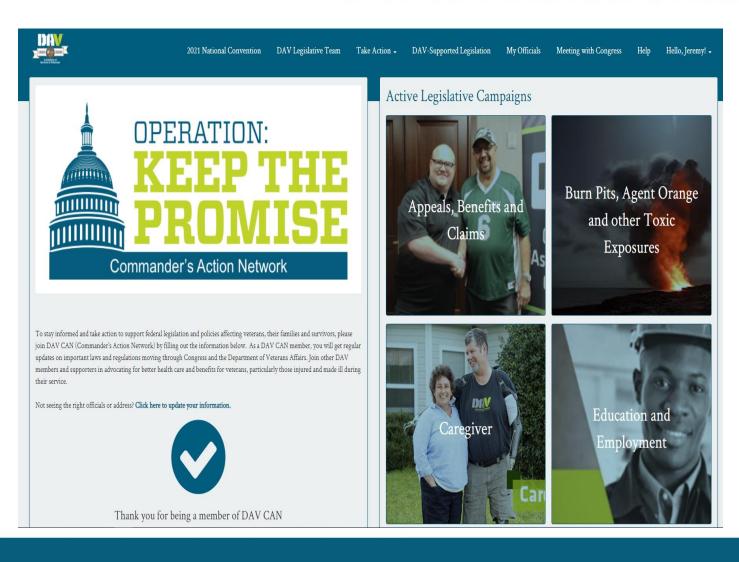


The BPTL should:

- Increase the rolls of the DAV CAN
- Build and maintain a grassroots network
- Invigorate and enlighten our members
- Unify and solidify DAV's critical message across the nation
- Be the local face of DAV in your community
- Develop relationships with your elected representatives
- Work with department leadership to advance state/local issues
- Help develop & prepare resolutions for National Convention
- Employ social media
- Train other chapter BPTLs
- Be the QRF for DAV!!!



DAV Commander's Action Network



- Sign up as many as you can
 - Veteran/non-veteran alike
 - DAV CAN drives
- Keeps you informed
- This is the catalyst to action
- Pay attention & seek opportunities
- Share these on social media
- Stay alert for "Calls to Action":
- Create ACTIVE members
 - 299,806 contacts
 - Only 58,884 consistent members



Activating Your Network

You receive an alert from DAV CAN:

What's next?

- Get the word out!
 - Phone calls- If urgent, like the revocation of benefits
 - Emails (BC/Blind Copy your network)
 - Share on Social Media
 - DAV Meetings- Share info and provide updates
 - CREATE YOUR PLATFORM

So what now?

In the majority of cases, sending emails to your network and then following up to make sure they took action AND notified their network is all that you need to do

In a few cases, you will need to take it to the next level









News Media

• The media can be used on important issues

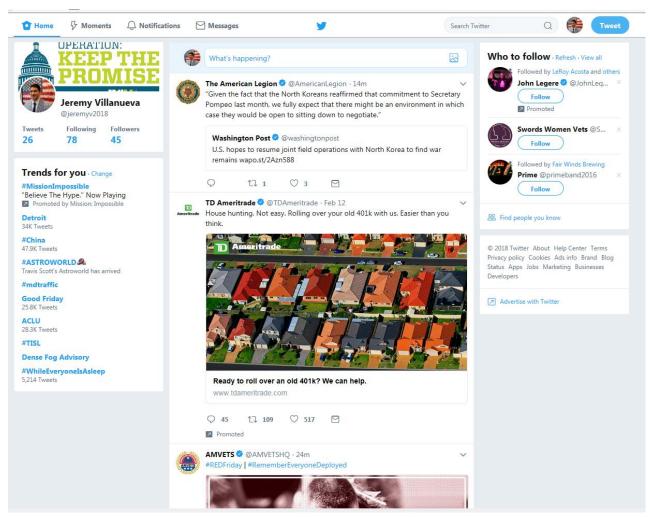
Seek Assistance from Communication or Legislative Staff to:

- Send letters to the editor
- Contact an online newspaper
- Write an Op-Ed
- Reach out to local news stations



Social Media







Developing Your Relationship With Local Elected Officials



- Use a DAV CAN Alert as an opportunity
 - Almost 300,000 members
- Set up discussions with the staffer
- Drop-ins
- Set Up Town Hall Meetings
- Invites to Information Seminar stops

State Issues

- State level issues
- Property taxes, naming of Post Offices/VA Clinics, etc.
- Department level resolutions
- Letters of support from department





Engaging Your Department

- Reach out to your Chapter BPTLs/Leadership
- Creating a Platform for Communication
- Include BPTL training in your Department/Chapter events
- Contact National Legislative team for input
- Reach out for BPTL team training

"Being a BPTL is not a *spectator* sport." Al Labelle







Interacting with DAV's Legislative Department

- Questions? Comments? Ideas? Concerns? Need supplies???
 - 202-554-3501
- Keep your contact information up-to-date!
- Watch your email!
 - Coming Soon!
 - Situation brief and questions on our Zoom platform

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Outstanding Performance in Advocacy (OPA) Award

- ENTRIES ARE DUE BY NOVEMBER 8TH
- Quantifies your advocacy efforts between July
 1, 2020 through June 30, 2021
- Look out for the memo from DAV's legislative department
- You HAVE to submit a nomination form to be considered







Thank You!

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