



IRAQ *and* AFGHANISTAN VETERANS *of* AMERICA



Outreach 2.0

Tom Tarantino



**IRAQ and
AFGHANISTAN
VETERANS of
AMERICA**

What is IAVA?

Iraq and Afghanistan Veterans of America (IAVA) is a nonprofit, non-partisan 501(c)3 veterans' education and advocacy organization. The first and largest Iraq and Afghanistan veterans group in America, IAVA has over 30,000 OIF / OEF member veterans and 102,000 grassroots supporters nationwide.

IAVA's mission

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





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What is IAVA?



Community

Through grassroots efforts and online outreach, IAVA provides valuable resources and an instrumental outlet for the diverse community of new veterans to connect with one another.

Advocacy

IAVA shapes policy and legislation through comprehensive research, strong relationships with other Veterans Service Organizations, lobbying, and by regularly testifying before Congress and the DoD.

Education

IAVA reaches millions of Americans through various mediums, and is the premier source for the news media reporting on the war and veterans' concerns.



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Online Dominance





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Use the Terrain



IraqNewsVids's Channel [Unsubscribe](#)

IraqNewsVids
 Joined: April 02, 2007
 Last Sign In: 2 days ago
 Videos Watched: 1,185
 Subscribers: 63
 Channel Views: 1,596

Age: 26
 Country: United States

[Report profile image violation](#)



facebook Home Profile Friends Inbox [Tim Tarantino](#) Settings Logout

IAVA IRAQ and AFGHANISTAN VETERANS of AMERICA

Iava Org Hessed Team IAVA at Pat's Run 2009 in Tempe and San Jose? Get your own Team IAVA "Pat's Run" t-shirt and support the legacy of fallen hero Pat Tillman at <http://bit.ly/10WUG> (in Profile)

Write something...

Paul Rieckhoff @ In the photo: Iava Org
 Holiday Uploads
 Pat's Run 2009

Iava Org Check-out this blog by IAVA's Steve Taylor about veteran unemployment and making the transition into the civilian workforce.

OPINION: Making the Career Transition | IAVA
 (article link)
 Under the watch, I participated in a career panel discussion hosted by the New York State Executive Association (NSEA) at the Soldiers and Sailors Club in NYC. We discussed the current economic...



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IAVA.org's photostream

Pat's Run 2009 (Tempe)
 Pat's Run 2009 (Tempe)
 Pat's Run 2009 (Tempe)
 Pat's Run 2009 (Tempe)
 License Screening on Capitol



Tom Tarantino Hanging out with vets at Pat's Run in San Jose. 50 OIF / OEF vets ran for Team IAVA supporting the Tillman Foundation.

12:12 PM Apr 25th from TwitterBerry

MYSPACE IMPACT [Destiny](#) [Fundraising Widget](#) [A Place for Impact](#) [Impact Sign-Up](#)

Iraq and Afghanistan Veterans of America

IAVA IRAQ and AFGHANISTAN VETERANS of AMERICA

State: 34 years old
 NEW YORK, New York
 United States

Mood: determined
 View My: [Pics](#) | [Videos](#) | [Playlists](#)

Last Login: 4/24/2009

Contacting Iraq and Afghanistan Veterans of America

Send Message | Add to Friends | IM / Call | Add to Group | Forward to Friend | Add to Favorites | Block User | Rank User

My Space URL:
www.myspace.com/iava

IRAQ AND AFGHANISTAN VETERANS OF AMERICA

Iraq and Afghanistan Veterans of America's Latest Blog Entry (Subscribe to this Blog)

IAVA Executive Director Responds to DHS Report (view more)

'Generation KIA' Author Skirts the Fringe (view more)

In Historic Day, IAVA Stands With President Obama at the White House for Critical Announcements (view more)

IAVA's Paul Rieckhoff on President Obama's Support for Advanced Funding... (view more)

Senate Amendment Clears Hurdle For Advanced Appropriations (view more)

[View All Blog Entries]

Iraq and Afghanistan Veterans of America's Blurbs

About me:
 FIND IAVA ONLINE
 - Our website
 - On Flickr
 - On YouTube
 - On Facebook
 - On SocialVibe



PaulRieckhoff Team IAVA is rocking it today at Pat's Run in San Jose today! Anybody seem them out there running in the gray shirts???

1:50 PM Apr 25th from web



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CURRENT GOAL [VIEW PAST GOALS](#)

Raising money for IAVA has never been easier than it is with SocialVibe. By simply choosing IAVA as your cause and posting your badge to your social networking profiles, you begin earning donations.

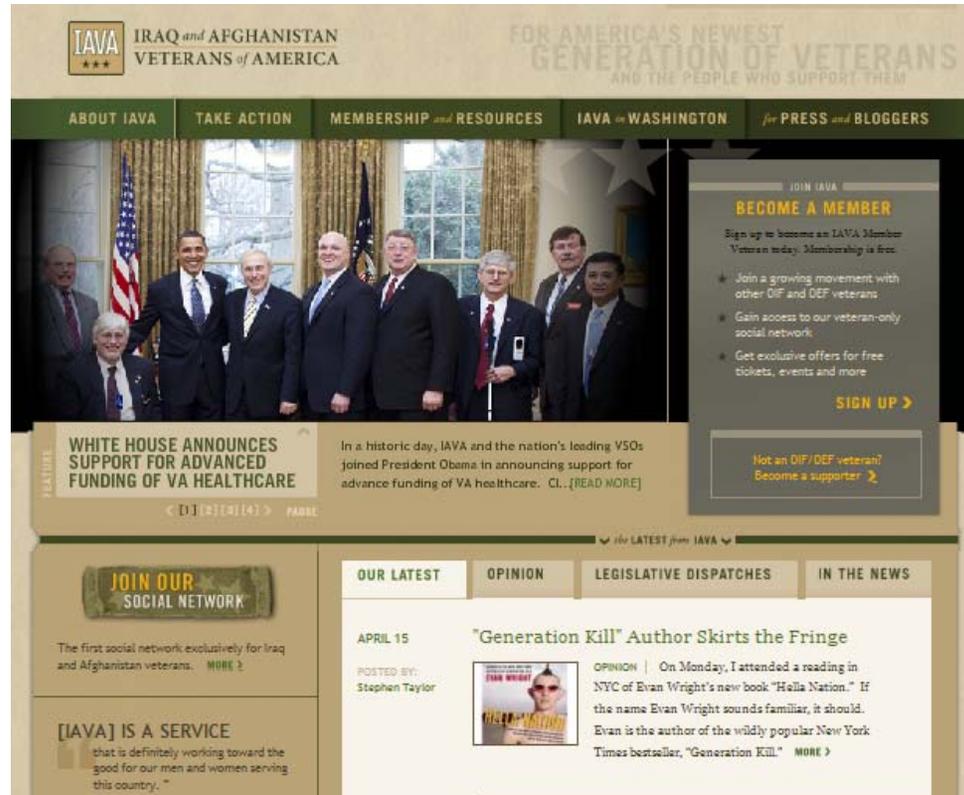
TOTAL SUPPORTERS: 11,336
 TOTAL RAISED: \$12,178

[Join this Cause](#) [SPREAD THE WORD](#)



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Set the Standard



Creating original content and property that serves the community



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Rally the Troops

**Websites and
Microsites**



Emails



Social Networks

The collage shows various IAVA digital assets: a '2008 CONGRESSIONAL REPORT CARD' page, a 'GI BILL 2008' page with a 'New G.I. Bill Signed Into Law' announcement, and a 'WATCH THE VIDEO, SIGN THE PETITION, SUPPORT THE TROOPS' microsite featuring a video player and social media links.

The collage displays several IAVA email newsletters. One features a 'State of the Union Alert' regarding a \$150 billion stimulus package. Another highlights 'Success! \$3.7 billion for the Veterans Administration' and includes a signature from Todd Bowers, Director of Government Affairs.





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Fire for Effect

- Target Audiences to Campaigns
- Test effective designs
- Gather metrics
- Determine most effective methods
- All done in real time



Reference Name	Date Created	Scheduled Time	Unsubscribes	Subject	Total Sent	Opened	Open Rate	Clicked	Click Through Rate
SYV Campaign teaser launch email: troopnet	April 17, 2009	April 17, 2009	6	Starting the Conversation	31768	2245	7.1%	217	0.7%
SYV campaign teaser launch email: grassroots final	April 17, 2009	April 17, 2009	18	Starting the Conversation	84008	4340	5.2%	439	0.5%
SYV Campaign teaser launch email grassroots group 2	April 17, 2009	April 17, 2009	7	Starting the Conversation	10518	673	6.4%	76	0.7%
SYV Campaign teaser launch email	April 16, 2009	April 17, 2009	1	Starting the Conversation	10495	656	6.3%	59	0.6%
Pat's Run final ask to San Jose	April 14, 2009	April 14, 2009	0	Pat's Run: Join Team IAVA	1209	191	15.8%	17	1.4%
PR - Pat's Run Tempe	April 14, 2009	April 14, 2009	0	Iraq, Afghanistan Veterans Run to Honor Pat Tillinan	2098	197	9.4%	3	0.1%
DC Mullaney Event and Internship	April 14, 2009	April 14, 2009	0	DC Vets: Two Great Opportunities	1589	430	27.1%	103	6.5%
Pat's Run final ask to Tempe	April 10, 2009	April 11, 2009	0	Pat's Run: Join Team IAVA	3212	478	14.9%	46	1.4%



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Call to Action

- Legislative Calls to Action
- Requests for Assistance
- Invites to Events
- Membership Benefits
- Online Petitions
- Campaign Updates
- Thank our Base
- Services

All these events can happen in a matter of hours rather than days



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Boots on the Ground





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Future Operations



SMS TEXT

Text "HEROES"
To: 69866



Mobile: Connect Anywhere



Resources and Benefits



Using tolls to locate services and benefits

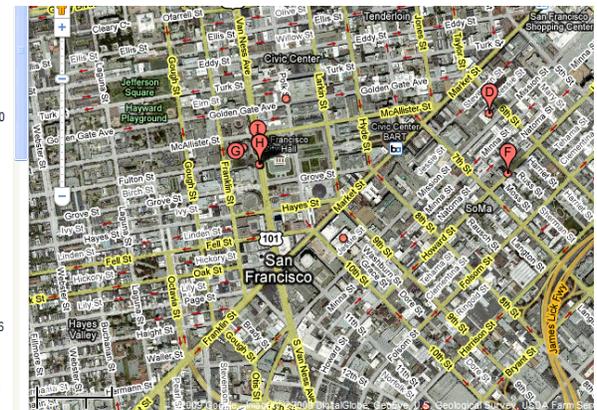
Cutting Edge: Keeping Current



Tom Tarantino Hanging out with vets at Pat's Run in San Jose. 50 OIF / OEF vets ran for Team IAVA supporting the Tillman Foundation.

12:12 PM Apr 25th from TwitterBerry

- [Disabled American Veterans](#) - [more info >](#)
401 Van Ness Ave # 123, San Francisco, CA - (415) 863-0671
[Write a review](#)
- [Veterans Affairs Medical Center](#) - [more info >](#)
4150 Clement St, San Francisco, CA - (415) 221-4810
[Write a review](#)
- [Veterans Speakers Alliance](#) - [more info >](#)
401 Van Ness Ave, San Francisco, CA - (415) 255-7331
[Write a review](#)
- [Veterans Equity Center](#) - [more info >](#)
1010 Mission St # C, San Francisco, CA - (415) 255-2358
[Write a review](#)
- [Disable Veterans Enterprises](#) - [more info >](#)
1032 Revere Ave, San Francisco, CA - (415) 822-8846
[Write a review](#)
- [Swords To Plowshares](#) - [more info >](#)
1060 Howard St, San Francisco, CA - (415) 252-4788
Category: Veterans & Military Organizations
[Write a review](#)





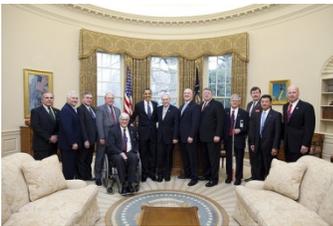
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Conclusion

BUILDING A COMMUNITY



TAKING ACTION



ENGAGING SOCIETY

SERVING THOSE WHO SERVED