

**DECLARATION OF TRACEY BURGOON
ON BEHALF OF DISABLED AMERICAN VETERANS**

I, Tracey Burgoon, declare as follows:

1. I am the Director of Direct Marketing for Disabled American Veterans ("DAV"). DAV is a charitable organization that was incorporated by an Act of Congress on June 17, 1932, and is exempt from federal income tax under Internal Revenue Code Section 501(c)(4). Our business address is located at our national headquarters: 3725 Alexandria Pike, Cold Spring, KY 41076.

2. I have worked for DAV for over 22 years, and have served in my current position for over 6 years. As DAV's Director of Direct Marketing, I manage the charity's direct mail, telemarketing, and direct response television fundraising and outreach efforts aimed at existing and potential donors. I also represent DAV as a Member of the Board of Directors of the Alliance of Nonprofit Mailers.

3. My position requires that I fulfill several postal-related duties in support of DAV's charitable mission. I develop and manage the number of pieces mailed by or on behalf of DAV annually, and I also analyze the value of postage paid by the organization – all with an eye toward generating sufficient financial support from our donor base to support the Free services that DAV provides to our nation's veterans. In addition, I work with the U.S. Postal Service to manage the performance of our donation returns.

4. As the daughter of a disabled Vietnam-era veteran, the wife of an Army veteran, and the mother of an Air Force airman, I am very proud of the work that DAV does for our veterans. DAV helps veterans obtain the full range of benefits available to them and represents claimants before the Department of Veterans Affairs. It advocates

for veterans' interests on Capitol Hill. The organization also educates the public about the great sacrifices and needs of veterans who are transitioning back to civilian life.

5. Use of direct mail – primarily nonprofit outgoing and first class return mail - is vital to our organization's ability to disseminate important information, raise funds, and fulfill its charitable purpose. Direct mail generates more than 80 percent of DAV's annual donations and more than 80 percent of its membership dues. In 2018, DAV spent nearly \$11.3 million on standard postage, over \$1 million on periodical postage, and over \$8 million on first class postage stamps for return mail. We also spent approximately \$200,000 on business reply envelope postage for return mail and generated more than \$500,000 in additional first class return postage.

6. The need for DAV's services to assist our nation's veterans, and the central role that direct mail plays in providing those services, is greater than ever. DAV serves more than 1,000,000 veterans annually. However, having existed for a century and supported veterans of all war eras, DAV has made a significant impact in veterans' lives by providing: professional representation for 11,500,000 claims for earned benefits; transition service seminars; more than \$12,800,000 in disaster relief; more than 19,000,000 rides transporting veterans more than 734 million miles to and from medical appointments.

Our nation's military continues to engage in conflicts globally, while our service men and women are increasingly surviving catastrophic injuries due to medical advances. Our newer services and programs include: career fairs and employment opportunities to more than 172,000 attendees; expansion of rehabilitation events; programs for children of ill, injured, and fallen veterans; mentor retreats; veterans entrepreneur grants; an

electronic database that connects concerned citizens with volunteer opportunities to assist veterans and caregivers; benefits information seminars in rural locations, businesses and college campuses.

7. Unfortunately, while the need for DAV's services has grown, rising postal rates and challenging economic conditions have limited our reach and resources. Since 2013, the number of DAV donors has declined by approximately 13 percent. Our net income is decreasing by an even greater rate, and rising nonprofit postal rates is a strong contributing factor to that decline. In short, DAV has been unable to maintain the mailing volume necessary reducing its former levels of public support.

8. Giving the Postal Service the opportunity to raise postal rates faster than inflation and over 40% would devastate DAV's ability to raise significant funding to support veterans and their families. Our operating budget depends almost exclusively on donations from the general public, and our ability to reach that public and ask for financial support depends predominantly on direct mail.

9. In response to continued postage rate increases, DAV has been forced to seek alternative channels by which to raise funds, such as telemarketing, face to face marketing, direct response television, electronic media, corporate sponsorships, events and peer-to-peer online fundraising. Such extensive postal rate increases would undoubtedly accelerate a move away from direct mail fundraising and public education.

10. Additional postal rate increases will therefore push DAV into the untenable position of having to further reduce the volume of mail sent each year (including the number of business reply envelopes, which will consequently reduce the number of donations received by reply mail), while substituting less effective fundraising methods.

Ultimately, if this trend continues, the great programs that DAV maintains to support our nation's veterans will decline in number dramatically.

11. Further declarant sayeth not.

VERIFICATION

I declare under penalty of perjury that the foregoing is true and correct.



Tracey Burgoon
Disabled American Veterans