



## ***Mission Accomplished But More To Do***

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Yes, we knew a year ago, something was missing. Daniel Gade had lost his race despite superb qualifications and common-sense objectives. Our ad hoc Veterans for Gade team had completed its After Action Review. But, who would follow up on lessons learned? Who would continue to fight for change through the ballot box? In Virginia's one party politics early in 2021, there were some champions but too few allies. And, in both Virginia and the nation, there was no standing group prepared to promote the participation and political voice of Veterans in elections from local to national level. American Veterans Vote, Inc. (AVV) was created.

As a Virginia 529 Political Action Committee, we established our base team, set our mission and objectives and launched as a member-based organization dedicated to three principles – Supporting Veterans and their families, Defending our Constitution, and Securing our Nation at home and abroad. We hoped 740K Veterans in Virginia and eventually 22M Veterans in the U.S. would hear our message and recognize their inherent political power. We had no illusions about the difficulty of the task ahead. But, neither did we understand the welcome response and enthusiastic energy we received from Veterans, our mission partners, and others who recognized the potential of our movement!

The Youngkin campaign saw this Veteran energy early and asked AVV to lead their Veteran coalition. Mission Accomplished. We were encouraged by state political leaders to support House Delegate races and help flip the House. With careful focus and over 500 volunteers we supported 32 campaigns and helped hold 9 seats and flip 5 others. Mission Accomplished. Across the state, AVV's call to Veterans to support campaign events was answered. 69 event mailings magnified event attendance. Mission Accomplished. Messages and alerts needed to be broadcast. 350K emails to 26,000 subscribers along with 16 published weekly newsletters carried the word. 47K+ phone calls were made. Digital marketing reached 420K households. Mission Accomplished. We surged support in the last 3 weeks of the campaign in all channels and across all activities. VICTORY and MISSION ACCOMPLISHED.

We are now deeply engaged in strengthening the processes, networks, membership, and finances to continue AVV's momentum into the Congressional races. We are ready to standup our 501c4 component of AVV and commence the Educate and Advocate aspects of our strategy. Our 18-month calendar is near complete aligning our lines of effort with task and purpose across the state and in support of candidates who align with our three principles.



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We all enjoyed our holiday break and it's clear there's work ahead. Please know that your efforts led to success, recognized repeatedly by our new Governor and House Delegates and certainly celebrated with all your AVV teammates. Our work is made easier with stronger finances and growing membership. I'd ask you to join AVV and take the extra step to sign up for the \$5 per month donation! And, we are adding volunteer talent every day but we need even more as we aim at a Statewide effort in 2022. Please consider volunteering through the website or simply by dropping an email to [mgermano@americanveterans.vote.com](mailto:mgermano@americanveterans.vote.com). You can expect Michelle, our remarkable new Volunteer coordinator to answer quickly. Your time will not be wasted and every effort will be made to consider your time and follow your talents and interests.

Very Respectfully,  
Bob

Bob Wood  
LTG (R), US Army  
CEO, American Veterans Vote, Inc.

Questions or comments sent to [info@americanveteransvote.com](mailto:info@americanveteransvote.com)