

# COMMANDER- IN-CHIEF FORUM



IRAQ AND AFGHANISTAN  
VETERANS OF AMERICA



# WHY WE NEED TO DRIVE THIS CONVERSATION



There are **22 Million Veterans** in America



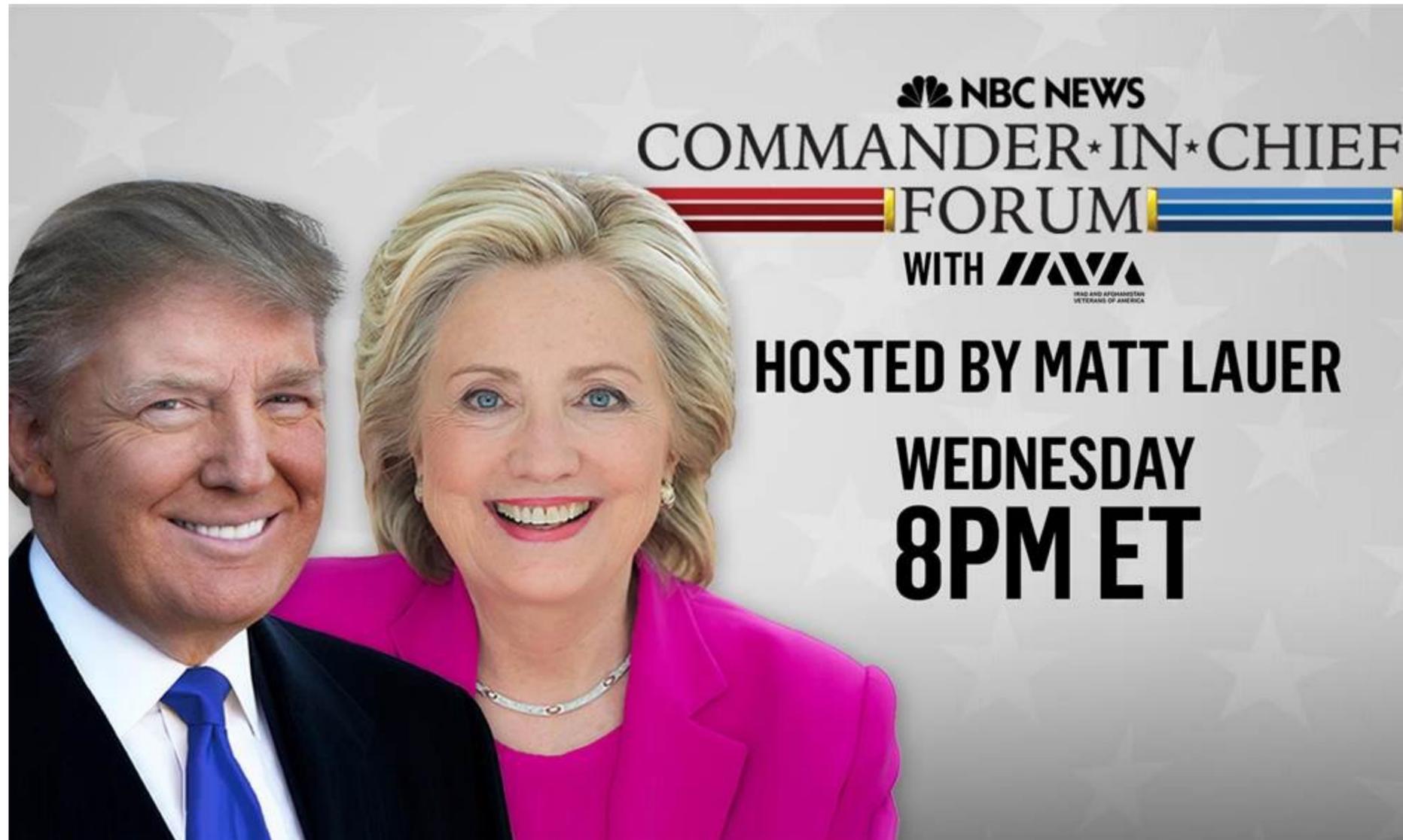
**2.9 Million** from the Iraq and Afghanistan Wars

The President of the United States and other members of the government have a solemn responsibility to support the men and women of all generations who have served in combat in defense of our nation.

Since the start of the Iraq and Afghanistan Wars, there have been a lot of politicians saying they support our troops, our veterans and their families.

**| NOW IS THE TIME TO SHOW HOW**





# IAVA'S FIRST COMMANDER IN CHIEF FORUM WAS A MASSIVE HIT

On September 7, 2016, nearly **15 million people** watched Hillary Clinton and Donald Trump answer questions from veterans focusing on national security, military affairs, and veterans issues during IAVA's Commander-in-Chief Forum.

Co-hosted by IAVA and NBC News, the forum provided the live audience of veterans and service members the opportunity to raise a variety of issues important to our community with the two candidates.

# REACH & COVERAGE

## TV VIEWERSHIP

One of the biggest political events of the year, outperforming all previous broadcast primary debates from the recent cycle

- Number 1 Prime Time Program of the Night
- 14.7 Million Viewers across NBC and MSNBC
- 4 Million Viewers from 25-54 year old demo

## PRESS COVERAGE

The event was covered by every major media outlet across all platforms



MSNBC



NBC

TIME

TIME

FOX

FOX



CNN

POLITICO

Politico

Daily Mail

Daily Mail



BBC

Military Times

Military Times



USA Today



Washington Post

WSJ

Wall Street Journal



New York Times

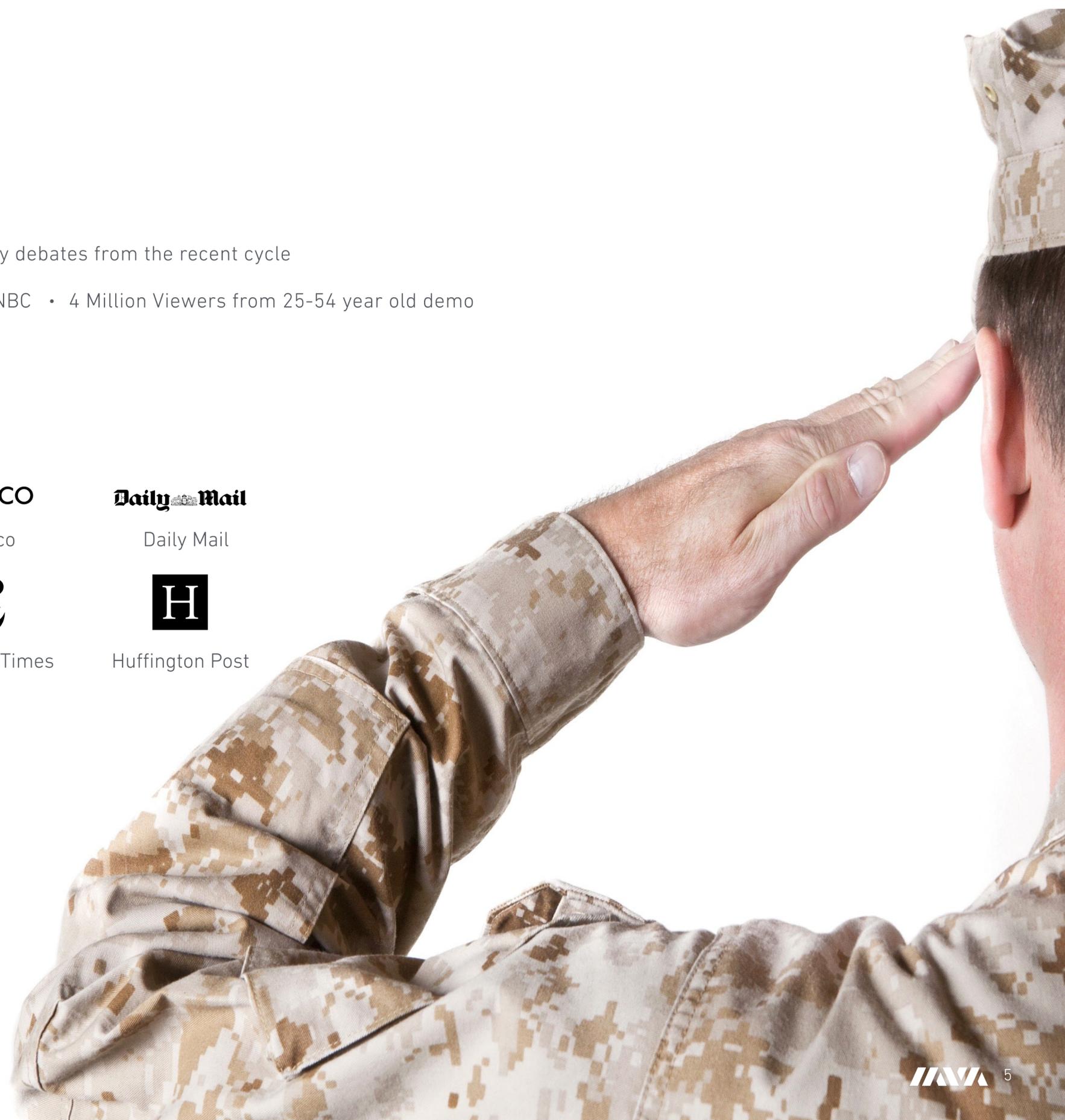


Huffington Post

## SOCIAL MEDIA REACH

Most impacting television series or special for the week on social media

- 600,000 Unique Social Users
- 1.72 Milion Social Interaction





“ BOTH PRESIDENTIAL CANDIDATES WERE FINALLY FORCED TO CONFRONT CRITICAL ISSUES FACING OUR COMMUNITY, INCLUDING VETERAN SUICIDE AND MILITARY SEXUAL ASSAULT. ”

PAUL RIECKHOFF, IAVA FOUNDER AND CEO

# THE OPPORTUNITY

The first commander-in-chief forum may be over, but this conversation is not.

IAVA is looking to build on the success of the first forum by establishing a series of similar conversations with Presidential nominees and other politicians focused on veterans issues and military affairs.

The Commander in Chief Forum can be replicated and scaled beyond the Presidential candidates to include VP candidates, as well as Senate, Mayoral and Gubernatorial Elections.

Launching during the Presidential Election, these events will develop a year-round presence that can live across television or digital platforms.

“Clearly, one hour was not enough time to adequately address the range of issues facing our veterans, military families and families of the fallen. This event was not the end. It was just the beginning of an essential conversation and the first of many IAVA Commander-in-Chief Forum events. Our community has follow up questions. A lot of them.”

-Paul Rieckhoff, IAVA Founder and CEO



# PAST SPONSORSHIP PARTNERS/FUNDING

SALESFORCE



\$250K

CRAIG CONNECTS (CRAIGSLIST)



\$150K

ONLINE DONATIONS



\$50K

\*In addition to these sources of funding, an Exclusive VIP Reception helped to underwrite the costs of the forum and featured the top guests at the event.

# IAVA VOICES

IAVA is the true thought leader and dominant media force behind the Commander-in-Chief Forum.

IAVA Voices, anchored by Veterans Expert Paul Rieckhoff, dominated the coverage before, during, and after the event.

Paul Rieckhoff  
Founder and CEO  
Iraq and Afghanistan Veterans of America



Other IAVA Voices Include:



Allison Jaslow  
Chief of Staff  
Iraq and Afghanistan Veterans of America



JR Martinez  
Board of Directors  
Iraq and Afghanistan Veterans of America



Dr. Jackie Maffucci  
Research Director  
Iraq and Afghanistan Veterans of America



Wes Moore  
Author and Social Entrepreneur

# ABOUT IAVA

IRAQ AND AFGHANISTAN VETERANS OF AMERICA (IAVA) IS THE LEADING POST-9/11 VETERAN EMPOWERMENT ORGANIZATION (VEO) WITH THE MOST DIVERSE AND RAPIDLY GROWING MEMBERSHIP IN AMERICA.

## CELEBRATING, EMPOWERING & UNITING POST-9/11 VETS

IAVA provides valuable resources and empowers veterans to connect with one another, fostering a strong and lasting community. Through education, advocacy and community building, we strive to create a country which honors and supports veterans of all generations.

## WE'VE GOT YOUR BACK

IAVA is the voice of the 2.8 million veterans of Iraq and Afghanistan, raising awareness in the media, on Capitol Hill and among the general public. We address critical issues facing new veterans and their families, including mental health injuries, a stretched VA system, inadequate health care for female veterans and GI Bill educational benefits.

**IRAQ AND AFGHANISTAN VETERANS OF AMERICA**

★ ★ ELEVEN YEARS OF ★ ★ MEASURABLE IMPACT

OUR NEW GI BILL BENEFITS CALCULATOR HELPED **1,000,000** VETS FIGURE OUT THE **EDUCATION BENEFITS** THEY'RE ENTITLED TO

IAVA HAS CONNECTED A TOTAL OF OVER **1,270,000 VETS** WITH RESOURCES AND COMMUNITY

**27,808** VETS HAVE RECEIVED **PEER-TO-PEER TRANSITION SUPPORT** THROUGH OUR ONLINE COMMUNITY OF VETERANS

OVER **56,000** VETERAN MEMBERS HAVE PARTICIPATED IN **COMMUNITY BUILDING** EVENTS FROM ALASKA TO AFGHANISTAN

IAVA HAS GROWN OUR FREE MEMBERSHIP TO OVER **183,000** POST 9/11 VETERANS THE LARGEST AND DEEPEST **COMMUNITY** OF ITS TYPE IN THE WORLD

OVER **5,500** VETS HAVE RECEIVED **PERSONALIZED SUPPORT** FROM MASTERS LEVEL SOCIAL WORKERS THROUGH OUR RAPID RESPONSE REFERRAL PROGRAM

★ ★ ★ LEARN ABOUT OUR FREE MEMBERSHIP AT IAVA.ORG

“The [IAVA] brought Hillary Clinton and Donald Trump together to force a conversation about who’s most qualified to be Commander-in-Chief.”

**MilitaryTimes**

“...an event that sounded the starting gun for the final stretch of the presidential race.”

**The Washington Post**

“...May have been the highest profile military and veterans-themed election event in American political history.”

**LIMA CHARLIE NEWS**

# IAVA COMMANDER-IN-CHIEF FORUM MAKES HISTORY

On September 7, days before the 15th anniversary of 9/11, Hillary Clinton and Donald Trump spent 30 minutes back-to-back answering tough questions from the Veteran community. Broadcast live by NBC/MSNBC the forum was the first time in our country’s history that major party presidential candidates appeared on the same stage ahead of official debates. The event was an unmitigated win for the Veteran community. Both Presidential candidates were forced to confront the critical issues Veterans face every day, including Veteran suicide and military sexual assault.

Broadcast on NBC/MSNBC, the Commander-in-Chief Forum put Veterans issues at the forefront of Presidential politics, forcing each major candidate to answer critical questions facing Veterans everywhere.



**27M**

TV Impressions



**122K**

Facebook Live Views



**46M**

Print Impressions



**70K**

Facebook Likes



# THANK YOU



IRAQ AND AFGHANISTAN  
VETERANS OF AMERICA