

2017-2022 American Legion Auxiliary Programs Action Plan

Poppy

Using the image and story of the Flanders Field poppy to educate people about the sacrifices of our military service members helps us raise awareness of The Legion Family and link us to our mission in the eyes of the public.

Committee Contact Information

poppy@ALAforVeterans.org

What can you do?

1. Promote the Poppy program and increase poppy revenue.

Ideas:

Member

- Contact local businesses for permission to distribute poppies on their premises. Make sure you have permission for liability purposes; in some instances, permits are required.
- Send a thank you to businesses that allow distribution. Consider using the Poppy Poster thank you cards, available through Emblem Sales, for your communication.
- Help local schools organize poppy drives. Make the drive competitive. Give a citation to the class raising the most money during their poppy drive.
- Wear a poppy to promote conversation and interest.

Unit

- Educate your community about how funds collected help veterans.
- Contact local legislative offices to announce poppy distribution days, and request proclamations declaring Poppy Days in your community.
- Deliver poppies to local media outlets (television, newspaper and radio) along with facts about where and when poppies will be distributed in your community. Even if they are not visible “on air,” these people tend to be influencers in the community.

Department

- Distribute material and make it available to members. Poppy tools are available at www.ALAforVeterans.org.
- Organize a department poppy drive with The American Legion Family. Encourage The American Legion, Sons of The American Legion, Riders, and Junior members to make poppy distribution rules that are available at your department headquarters for members.
- Publish material for units in your department to send to organizations and businesses to foster positive relationships and encourage their owners to promote the poppy.
- Have your department leaders promote the Poppy program by writing letters to community leaders and hold a Poppy Making Day. Teach your leaders about the poppy’s

symbolism and how the poppy can build positive relationships. Consider using the Poppy Poster thank you cards, available through Emblem Sales, for your communication.

2. Increase the number of poppy makers in your department.

Ideas:

Member

- Set up meetings with recreational and occupational therapists at local Department of Veterans Affairs medical centers (VAMCs), Community Based Outpatient Clinics (CBOCs) or community hospitals to incorporate poppy-making into their therapy programs.

Unit

- Distribute “How to Recruit New Poppy Makers” promotion information. See resource section in this program Plan for information.
- Partner with The American Legion to recruit poppy makers within their post homes and departments.
- Post information on “How Veterans Can Make Money by Making Poppies” in local VA homes, medical centers, clinics, nursing homes and other community organizations that house and care for veterans.

Department

- Inform veterans that those enrolled in department poppy production will be paid for each poppy completed, as outlined in department agreement with the facility (if applicable).

3. Celebrate National Poppy Day and educate your community on the meaning and the history of the poppy.

Ideas:

Member

- Search Pinterest.com for ideas of items you could distribute alongside red crepe paper poppies, like Spritz cookies.
- Send a bouquet of poppies and bookmarks to school with your child.
- Make a poppy wreath for the door of your home, office, or school.
- Collect donations at your workplace/hair salon/doctor’s office to donate to the Poppy program.
- Tell your story on Facebook of who your poppy represents or remembers on National Poppy Day. Don’t forget to tag with #PoppyDay #LegionFamily.

Unit

- Talk to leaders of nearby post and units to make sure key areas in your community are covered, and organize a poppy distribution at local Memorial Day ceremonies. Make sure to wear your Auxiliary branded apparel.
- Invite a local dignitary to lay a poppy wreath at a memorial in your community and invite unit members to be present. Consider singing patriotic songs or other ways to involve your unit members.

Poppy Reporting*

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department, and are intended as an opportunity for mid-year correction. Each department Poppy chairman is required to submit a narrative report to the division Poppy chairman, plus copy the national Poppy chairman.

Year-End Reports

Annual reports reflect the program work of units in the department, and may result in a national award for participants if award requirements are met. Each department Poppy chairman is required to submit a narrative report to the division Poppy chairman, plus copy the national Poppy chairman. Members and units should follow their department's protocol and deadlines.

**For deadlines and contact information, please consult the Annual Supplement to the 2017-2022 Programs Action Plan or visit the Poppy Committee page on the national website, www.ALAforVeterans.org.*

As part of your narrative report, please include answers to the following questions:

- How did your members promote the Poppy program?
- How did your members increase poppy revenue?
- How did your members increase the number of poppy makers in your department?
- How did units promote the Poppy Poster Contest?
- How do units in your department promote Little Miss Poppy?

Poppy Contest and Awards Deadlines and Submission Requirements:

A. I. Poppy Poster Contest

- Units shall sponsor contests in local schools. When schools do not conduct activities, other youth groups, including Junior members, may participate under direct supervision of the unit.
- The contest shall have seven classes:
 - Class I: Grades 2 and 3
 - Class II: Grades 4 and 5
 - Class III: Grades 6 and 7
 - Class IV: Grades 8 and 9
 - Class V: Grades 10 and 11
 - Class VI: Grade 12
 - Class VII: Students with special needs defined as:
 - Those in special education classes
 - A student recommended for special education classes but who has not been admitted due to a waiting list or various other factors.
 - A child identified as having a disability, but not in a special education class due to lack of facilities. Identification contingent upon discretion of school officials.

- Poppy Poster Requirements:
 - Each poster shall have a fitting slogan not to exceed 10 words. Articles – “a,” “and,” “an,” “the” – are not to be counted as words. The words “buddy” and “buy” cannot be used.
 - The words “American Legion Auxiliary” must be used in the design of the poster and will not be counted in the 10-word count.
 - Each poster must include a picture of the red Flanders Field poppy.
 - The department shall determine the closing date for the unit contest. The poster shall be on 11x14” poster board. (Drawing paper will not be accepted).
 - The United States flag may be used as long as there are no infractions of the flag code.
 - Posters will be judged using the following criteria:
 - 50% - poster appeal (layout, message, originality)
 - 40% - artistic ability (design and color)
 - 10% - neatness
 - Media used shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils and markers.
 - Written in ink on the back of the poster (not attached) shall be the class in which the entry is submitted, the name, address, age and grade of the contestant and the name of the department.
 - Submissions become property of the American Legion Auxiliary. Through submission of artwork, contestants and their legal guardians’ grant non-exclusive reproduction and publication rights to the works submitted and agree to have their names and artwork published for commercial use without additional compensation or permission.
 - The poster shall be the work of only one individual.
 - The label “In Memoriam” from the veteran-made poppy may not be used.

II. Poppy Poster Contest Judging and Awards

- Each department shall establish its own procedure for judging.
- A citation will be given for the most outstanding poster in each classification within the five divisions.
- Unit members should follow deadlines and process for the department.
- All department adjudicated entries must be sent by the department chairman to her national division chairman postmarked by the date found in the current supplement. (See addresses located in the supplement for specific division contact information and postmark deadline.)
- While ALA representatives will do their best to return all posters, it is not guaranteed. We recommend participants take a picture or scan their poster for their records.
- Submissions become property of the American Legion Auxiliary National Headquarters. Through submission of artwork, contestants and their legal guardians grant nonexclusive reproduction and publication rights to the works

submitted, and agree to have their names and artwork published for commercial use without additional compensation or permission.

B. National Miss Poppy Contest: Little Miss Poppy (Ages 6-12)

- Participant must be between six and 12 years of age and be a Junior member in good standing of the American Legion Auxiliary.
- Promotional activity of the Poppy story must occur through the American Legion, the American Legion Auxiliary and the community.
- Selection of Little Miss Poppy is at the discretion of the unit.
- For National Little Miss Poppy consideration, participant must submit a Little Miss Poppy scrapbook (8½” x11”) containing photographs and clippings illustrating how she promoted the American Legion Auxiliary poppy in her department. Only those scrapbooks that contain a self-addressed envelope with postage will be returned. Although every effort will be made to return the scrapbook, accidents do happen, so all entrants must allow for that risk.
- Criteria for judging Little Miss Poppy Scrapbook entries:
 - Costume (there is no specific dress code or particular dress color for Miss Poppy).
 - Promotion of the Poppy program: What did you share and do?
 - Publicity of poppy activities (newspapers, radio/TV, etc.).
 - Narrative report on “What I Have Learned Being Little Miss Poppy.”
 - Essay on “Memorial Poppy” not to exceed 100 words.
 - The memorial poppy must be visible in all promotion and publicity submitted.
 - Neatness and creativity.
 - Cover page to include member name, unit name, state, age division and year.
 - Judging scale should be 1 through 10 for each area of judging for entire entry.
- The Little Miss Poppy (age 6-12) winner will be invited to appear at the ALA National Convention, immediately following her selection, and if she so chooses, will travel at her own expense.
 - Winners of the National Little Miss Poppy contest each will receive a citation plaque.
- Please follow department guidelines for submitting entries.
 - If the Poppy scrapbook is to be returned, members must include a self-addressed, stamped envelope. Although every effort will be made to return the scrapbook, accidents do happen so all entrants must allow for that risk.

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our national success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the award's materials and guidelines section.
- 3) Submit as indicated in the Annual Supplement to the Programs Action Plan.

National Report and Awards Cover Sheet, deadlines, and Poppy committee contact information may be found on the Poppy committee page on the national website, www.ALAforVeterans.org.

C. Unit Awards: Most Outstanding Unit Poppy Program

- Award: Citation Plaque
- Presented to: One unit in each division (5) announced by the national Poppy committee at the pre-convention meeting.
- Materials and guidelines:
 - The entry must be typewritten in narrative format not to exceed 1,000 words.
 - The report should cover all areas of emphasis and any relevant information involving program activity and describing your use of the poppy throughout the year.

D. Department Award: Best Department Poppy Program

- Award: Citation
- Presented to: One department in each division (5) announced by the national Poppy committee at the pre-convention meeting.
- Materials and guidelines:
 - The entry must be typewritten in narrative format, not to exceed 1,000 words.
 - The report should cover all areas of emphasis and any relevant information involving program activity and describing your use of the poppy throughout the year.

Additional Resources You Can Use

1. *ALA Poppy Program Guide: Expanded Ways to Use the Poppy Symbol to Raise Funds and Awareness* (available for download at www.ALAforVeterans.org). Related materials and information can be found on the Poppy page of www.alaforveterans.org/Programs/Poppy/ under Poppy Toolkit
2. Poppy Poster thank you cards, available through Emblem Sales
3. *American Legion Auxiliary Unit Guide Book*
4. Poppy seed packets for Poppies Across America can be purchased at America Meadows, www.AmericanMeadows.com, (877) 309-7333, or at a local garden shop.

5. For the following how to sheets, visit www.alaforveterans.org/Programs/Poppy/ :
 - How to Recruit New Poppy Makers
 - How to Increase Unit Poppy Revenues
 - How to be an ALA Poppy Production Manager
 - How to Promote Membership Through Poppy
 - How to Maximize Poppy Contributions
6. The national Poppy Facebook group, search “ALA Poppy”
7. Your national Poppy committee members (see Poppy program page on the national website or Annual Supplement for contact information)