

2017-2018 Poppy Program

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Important Reminders:

Please send reports to department chairman by dates listed below.

December 15, 2017	Mid-Year Report
February 3, 2018	Mid Winter Poppy Poster Contest
May 1, 2018	National Miss Poppy Contest
April 5, 2018	Year End Reports

Please send the contact information for your Poppy Chairman to email address above.

Remember to spread the History of our Poppies to those you meet, letting them know how their donations help our Veterans.

Thank you for your service in this project

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.

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.

2. 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 #Poppy Day #Legion Family.

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 Unit reports are sent to the Department Poppy Chairman. Date for submission will be December 15, 2017. This report is a summary of your unit activities from your previous year's report to December 15, 2017 (you may include any projected projects up to December 31 2017). Narratives for Mid-Year are less formal then year-end.

Year-End Reports

Annual reports reflect the program work of units. It will be easier to compile this report if a Log- book is kept of activities. Date, cost, number and name of members helping, revenue collected and location are good ideas to record. Reports are to department chairman by April 2018.

Poppy Contest and Awards Deadlines and Submission Requirements:

Poppy Posters Due Mid Winter Saturday February 3, 2018

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

- Unit members should follow deadlines and process for the department.
- 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 work 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.

Poppy Club

Unit raises money by having members join the Poppy Club in a way the unit chooses.

Money collected: ½ goes to Unit Welfare fund and ½ goes to Department Welfare Fund.. For the Poppy Club donations the unit might provide a Poppy Club Card. List names on Poppy Club Board posted for all to see or hold a dinner to thank those donating a certain amount.

Unit needs to list the amount from the Poppy Club on the End of Year Report.

Unit Poppy Awards:

An award will go to a Unit Chairman in Central Division reporting the best poppy program. Entry must be typed in narrative form not to exceed 1000 words. Your cover sheet must be the National cover, which will be provided in this year's award manual.

The report should cover all areas of emphasis, relevant information involving program activity and describe your use of the poppy through the year.

Lorena Jennings Department Traveling Plaque 10-150: Unit with the best overall End of Year Report.

Sharon Glassford Department Traveling Plaque 151 and over: Unit with the best overall End of Year Report.

Brady Stone Department Traveling Plaque: Highest contribution and best overall End of Year Report and Unit participation in **Poppy Club**. Contributions on End of Year Report. This plaque can only be won **Two Years** in a row by the same unit.