

**Poppy**  
Program Action Plan  
2020-2021  
Sharon Regnier Chairman

**What is this program, and why do we have it?**

The Poppy Program was designed to promote and educate people about the poppy, and to make them aware of the sacrifices of our Veterans.

Using the image and story of the Flanders Field of Poppy's to educate people about the sacrifices of our military service members helps us to raise awareness of the American Legion Family and links us to our mission in the eyes of the public.

**What Can You Do?**

**1. Promote the Poppy program and increase poppy revenue**

**Member Ideas**

- 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.
- Wear a poppy to promote conversation and interest
- Help local school organize a poppy drive.
  - Make the drive complete.
  - Give a citation to the class raising the most money during their poppy year.

**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.
- 2. Celebrate National Poppy Day and educate your community on the meaning and the history of the poppy.**

## Member Ideas

Search pinterest.com for items you could distribute alongside the red crepe paper poppies, like Spritz cookies.

Make a poppy wreath for the door of your home, office, or school.

- Send bouquet of poppies and bookmarks to school with your child.
- Collect donations at your workplace and around your community to donate to the Poppy program.
- Tell your story on Facebook of who your poppy represents or members 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. Make sure to wear your ALA brand apparel.
- Share the Poppy story and poem "In Flanders Fields" at local schools and community events.

## Districts

Districts are encouraged to honor and promote the poppy at all their District meetings. Reading "In Flanders Field" sharing the poppy story, or reviewing what poppy funds can and cannot be used for are a few suggestions to increase poppy awareness. District Chairmen are encouraged to hold District Poppy contest at their meetings to increase poppy usage and educate members. Please include the words "Stepping up for 100 years" "Still Serving Those Who Served" and any items pertaining to President Jennie's theme in each of the Poppy entries.

### 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](http://www.ALAforVeterans.org)) Related materials and information can be found on the poppy page of [www.ALAforVeterans.org/Programs/Poppy/under](http://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 American Meadows, [www.Americanmeadows.com](http://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/](http://www.alaforveterans.org/Programs?Poppy/):
  - How to increase Unit Poppy Revenues

- 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)

### **Important Deadline Dates**

Order Poppies	by October 31 <sup>st</sup> , 2020
Mid-Year Unit <b>Narrative</b> to District Chairman	by December 1 <sup>st</sup> , 2020
Mid-Year District <b>Narrative</b> to Department Chairman	by December 15 <sup>th</sup> , 2020
Year-End Unit <b>Report</b> to District Chairman	by April 15 <sup>th</sup> , 2021
Year-End District <b>Report</b> to Department Chairman	by April 27 <sup>th</sup> , 2021

Since the Year-End Report is due by April 15<sup>th</sup>, 2021, and poppy days are after the deadline, it is suggested that **you report your poppy funds for the previous year**. Please include quality photos with your report.

### **Department Poppy Contest Awards**

1. All poppies must be fluffed and have labels removed.
2. Junior 1<sup>st</sup> place District winners are to be submitted for Department judging at the Junior Department Convention 2021.
3. Senior 1<sup>st</sup> place District winners are to be submitted for Department judging at the Department Convention 2021.

### **Department Poppy Awards**

1. **Judy Morris Monetary Award** for the best **narrative** report from a Unit who best utilized Poppies throughout the year.
2. **Lisa Liford Monetary Award** to the District Chairman with the Best Reported Year-Round use of Poppies
3. Poppy Poster Contest – Awards to 7 poster categories
4. Poppy Corsage Contest – Junior and Senior 1<sup>st</sup> place winners
5. Miss Poppy Contest – awards to Junior classes

### **Department Poppy Chairman's Awards**

1. Award to the Unit having the best year-round program. Submit a 500 word or less **narrative** and include pictures.
2. Award to the District Chairman having the best year-round program at each District meeting. Submit a 500 word or less **narrative** and include pictures.
3. Awards to the Poppy Hat Contest winner, the Poppy Poster Contest winner, the Poppy Can Contest winner, the Poppy Centerpiece Contest winner, the Poppy Corsage winner.
4. **There will be no Department Poppy Coloring contest this year.** If the Unit's and District's would like to have this contest and use the coloring pages we have used in the past, they can. Judging will only be on the Unit and District levels.
5. Department Poppy Queen – Unit's submit an entry to the District Chairman (by a date determined by the District chairman) and the District Chairman to submit one winner from their District to the Department Chairman by June 15<sup>th</sup>, 2021 to be judged.

### **MY PERSONAL PROJECT FOR 2020-2021**

Promote/circulate the history of the poppy and the significance of its distribution.

1. Create a promotion of "Poppy Fields Across Indiana" by encouraging our members to plant poppies in their communities as beautification projects.
2. Contact a local nursery or discount retailer to obtain the best prices of red poppy seeds and/or to obtain donations of seed packets. National Headquarters has used American Meadows [www.AmericanMeadows.com](http://www.AmericanMeadows.com) or 802-951-5812
3. Contact local governments to determine best areas for planting.
4. Promote planting poppy seeds at all community events including city council meetings, at your post home, and/or at fairs, street markets, craft fairs, etc., or wherever membership is being promoted.
5. Recruit TAL, SAL and Juniors as well as student volunteers (as most schools require a certain amount of volunteer hours before a student can graduate) to assist with this project.
6. Place a sign in the planted area that notates that the area was planted by the American Legion Auxiliary.
7. Unit Public Relations Chairman can partner with local media to publicize information about the Poppy Program and the purpose of the poppy field.

### Department President's Award of Excellence

1. Submit a **narrative** of 300 to 600 words to Department President Jennie Maune by June 1<sup>st</sup>, 2021.
2. Narrative **must** have a cover sheet which includes the name and address of the Poppy Chairman, Unit name, Unit number, and District number.
  - As a part of your **narrative** report, please include answers to the following questions.
    - How did you increase Poppy revenue?
    - How many Poppies were ordered?
    - How did you promote the Poppy Poster Contest?
    - How did you promote the Little Miss and Miss Poppy?
    - How many girls participated in the Little Miss and Miss Poppy?
    - How did you promote Poppy usage throughout the year?

### National Awards

#### Unit Award: Most Outstanding Unit Poppy Program

1. Award: Citation Plaque
  - Presented to: one unit in each division (5) announced by national Poppy committee at the pre convention meeting.
2. Materials and guidelines:
  - The entry must be typewritten in **narrative** form not to exceed 1,000 words.
  - The report should cover all areas of emphasis and any relevant information involving the program activity and describing your use of the Poppy throughout the year.
  - Deadline to Department Chairman by May 15<sup>th</sup>, 2021.
  - Must include National Award cover sheet.

Please contact your District Poppy Chairman or Me if you have any questions or need additional information about the Poppy Program. We will get back to you with an answer as soon as possible.

“Stepping up for 100 Years” “Still Serving Those Who Served” Let’s all work together as a Legion Family to promote the Poppy Program and bring awareness to our communities.

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## CONTEST RULES

### Poppy Hats:

1. The Poppy must be the dominant flower.
2. "Stepping up for 100 Years" "Still Serving Those Who Served" and any kind of items pertaining to President Jennie's theme must be on the hat.
3. The hat will be judged for creativity and design.
4. All entries must have a label somewhere **not visible**, to identify your District, Unit and individual name.
5. The hats will be paraded by the District Presidents at the Department Convention.

### Poppy Design and Usage: (Centerpieces, Wreaths, Wall Hangings, Favors, etc. Use your Imagination)

1. Encourage all members to use their imaginations and create a new project every month to promote the Poppy in their Post Home and/or in the Community.
2. The monthly entries are designs of the District Chairman's choice. They must incorporate "Stepping up for 100 Years" "Still Serving Those Who Served" and any other item pertaining to President Jennie's theme.
3. Take photos to submit with mid-year and year-end reports.
4. The District Chairman will bring a final winner to Department Convention for judging.
5. All entries must have a label somewhere **not visible**, to identify your District, Unit and individual name.

### Poppy Poster:

1. Units shall sponsor contest in local schools. When schools do not conduct activities, other youth groups, including Junior members, may participate under direct supervision of the unit.
2. 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 10-11
  - Class VI: Grade 12
  - Class VII: Students with special needs defined as:
    - Those in special education class.
    - 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 in a special education class due to lack of facilities. Identification contingent upon discretion of school officials.

### 3. Poppy Poster Requirements:

- Each poster shall have the President Jennie's theme "Stepping up for 100 Years" "Still Serving Those Who Served" on it.
  - The words "American Legion Auxiliary" must be used in the design of the poster.
  - Each poster must include a picture of the Red Flanders Field Poppy.
  - The closing date of the Unit contest will be the date of the Junior Department Convention where posters will be judged. The poster shall be on "11x14" **poster board**.
  - 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 and originality)
    - **40%**-artistic ability (design and color)
    - **10%**-neatness
4. Media used shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils and markers.
  5. 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 Department (Indiana).
  6. The Poster shall be the work of only one individual.
  7. No humorous drawings or slogans shall be used.
  8. The "In Memoriam" from the veterans-made poppy **may not** be used.
  9. When the Holy Cross is used, the Star of David also shall be used.

### Poppy Corsage:

1. An uneven number of poppies must be used when creating a Poppy Corsage.
2. There should be no less than 5 and no more than 9 Poppies per Corsage.
3. The Corsage should be 3 ½ x 3 ½ and fit in a standard 4" x 4" Corsage box.
4. "Stepping up for 100 Years" "Still Serving Those Who Served" and any item pertaining to President Jennie's theme must be used in the corsage.
5. The Poppies must be fluffed and the labels removed from the poppy.
6. All entries must have a label **not visible** to identify your District, Unit and the individual maker.
  - Seniors 1<sup>st</sup> place
  - Juniors 1<sup>st</sup> place
    - Class I Ages 4-8
    - Class II Ages 9-12
    - Class III Ages 13-15
    - Class IV Ages 16-18

### Poppy Can:

1. Encourage Units to sponsor the contest in Local Schools.
2. Junior members may participate under the supervision of the Unit.
3. There will be four classes:
  - Class I Ages 4-8
  - Class II Ages 9-12
  - Class III Ages 13-15
  - Class IV Ages 16-18
4. Any can may be used but most use a Pringle Potato Chip Can.
5. "Stepping up for 100 Years" "Still Serving Those Who Served" must be on the can.
6. All entries must have a label **not visible** to identify your District, Unit and the individual maker.

### Miss Poppy Contest:

Two Categories: Little Miss Poppy (Ages 6-12) Department and National  
Miss Poppy (Ages 13-18) Department only

1. Participants must be between 6-12 years of age or 13-18 years of age (Department only) and a Junior member in good standing of the American Legion Auxiliary.
2. Promotional activity of the Poppy story must occur through the American Legion, the American Legion Auxiliary and the community.
3. Selection of Little Miss Poppy and Miss Poppy is at the discretion of the Unit.
4. Participants must submit a Little Miss/Miss Poppy scrapbook (8 ½" by 11") containing photographs and clippings illustrating how she promoted the American Legion Auxiliary Poppy.
5. Criteria for judging
  - Costume (there is no specific dress code or 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".
  - Essays 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 name of Poppy Chairman, Unit number, District number, category age and year.



**My Personal Award:**

**What the Seniors and Juniors will be Judged on:**

1. Since it will be nearly impossible for me to physically look at everything I am asking for the following.
  - A scrapbook of your choice with photos, newspaper articles and anything else that shows how you promoted the Poppy Story using the Seeds.
  - Must use President Jennie’s theme “Stepping up for 100 Years” “Still Serving Those Who Served”.
  - A **narrative** of 500 words must accompany your submission.
    - I will look for originality, how you promoted the Poppy Flowers in your community along with the Poppy Story.
  - Cover page to include members name, Unit number, and District number.