

American Legion Auxiliary

POPPY

Programs Action Plan

2021 – 2022

This year as we Remember Our Service to Veterans Every Day, we will grow our Garden of Poppies and sew our Roses among them. We need to promote Poppies and let local businesses in your community know that Poppy funds go directly to the Veterans and their families and nowhere else. You can distribute Poppy informative brochures to them so they will understand that these Poppies are made by Veterans. The poem, “In Flanders Fields” will let people know what the Poppy means to Military Personnel.

Declare Poppy Days in your community. Remember the more funds collected, the more we can do for our Veterans.

Deliver Poppies to local media (Newspapers, TV and Radio) explaining where and when Poppies will be distributed and how important they are.

For more information and ideas go to [poppy @ALAfor Veterans.org](http://poppy@ALAforVeterans.org).

Department Awards:

Judy Morris Monetary Award to the best narrative report from a Unit who best utilizes poppies throughout the year.

Lisa Liford Monetary Award to the District Chairman with the Best Reported Year-Round use of Poppies.

Poppy Poster Contest - awards to six (6) classes.....\$75.00

Poppy Corsage Contest - Junior & Senior 1st & 2nd place.....\$35.00

Miss Poppy Contest - two (2) classes\$30.00

Department Chair’s Contest Selection.....\$60.00

Poppy Poster Contest Rules

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.

Contest 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:
 - a. Those in special education classes
 - b. A student recommended for special education classes but who has not been admitted due to a waiting list or other factors.
 - c. 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

1. 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.
2. The words “American Legion Auxiliary” must be used in the design of the poster and will not be counted in the 10-word count.
3. Each poster must include a picture of the red Flanders Field poppy.
4. The department shall determine the closing date of the contest. The poster shall be on 11 X 14” poster board. (Drawing paper will not be accepted).
5. The United States flag may be used as long as there are no infractions of the flag code.
6. Posters will be judged using the following criteria:
 - 50% - poster appeal (layout, message, originality)
 - 40% - artistic ability (design and color)
 - 10% - neatness
7. Media used shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils and markers.

8. 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.
9. 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.
10. The poster shall be the work of only one individual.
11. The label "In Memoriam" from the veteran made poppy may not be used.

Poppy Poster Contest Judging and Awards

1. Each department shall establish its own procedure for judging.
2. A citation will be given for the most outstanding poster in each classification within the five divisions.
3. Unit members should follow deadlines and process for the department. All department entries are due to the division chairman by June 1.
4. 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.
5. Submissions become property of the American Legion Auxiliary. Through submissions 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.

Mary Edwards, Department Chair
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2021-2022 National Poppy Program Awards Deadlines and Submission Requirements

Here are the national awards for this committee:

Unit Award: Most Outstanding Unit Poppy Program (per division)

- Deadline June 1
- All department entries must be sent by the department chairman to their national division chairman postmarked by 5 p.m. EST on the deadline listed above. Members should follow instructions from their department.

Department Award: Best Department Poppy Program (per division)

- Deadline June 1
- All department entries must be sent by the department chairman to their national division chairman postmarked by 5 p.m. EST on the deadline listed above. Members should follow instructions from their department.

Little Miss Poppy

- Deadlines: June 1
- Department Poppy chairman submits the name, address, unit, and department of the contestant to her national division Poppy chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

Please note – for the Poppy Poster Contest, refer to your department for submission guidelines.

Just follow these simple steps to submit your award entry:

1. Fill out the form on the next page as completely as possible
2. Send your form to the appropriate division chairman for the Poppy program found at the Red Book link on this committee page by June 1. Please email a copy to Sallie Rossman at sabrossman@comcast.net and include any photos that aid in your storytelling.



**American Legion Auxiliary
National Poppy Report and Award Cover Sheet**

Please note, your report will also be viewed as an award entry if this cover sheet is attached.
Complete the following if you are applying for a member award.

Unit #: _____ Full official unit name: _____

Name of state where you are a member: _____

Member's Full Name: _____ ALA member ID#: _____

Nominating Member (if different from above): _____

Nominator's Phone number: (____) _____

Nominator's Email address: _____

National committee sponsoring award: _____

Name of the award you are applying for: _____

For a unit award or to submit a year-end unit narrative report, please complete this section.
Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: _____ Full official unit name: _____

Name of department: _____

Unit president/chairman (**circle one**) name: _____

Above listed person's ALA member ID#: _____ Phone number: (____) _____

Email address: _____

For a department award or to submit a year-end department narrative report, please complete this section:

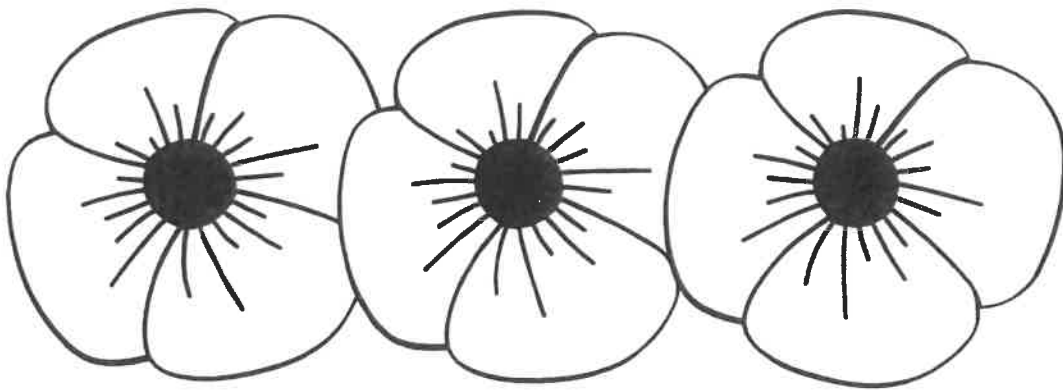
Name of department: _____

Name of department chairman: _____

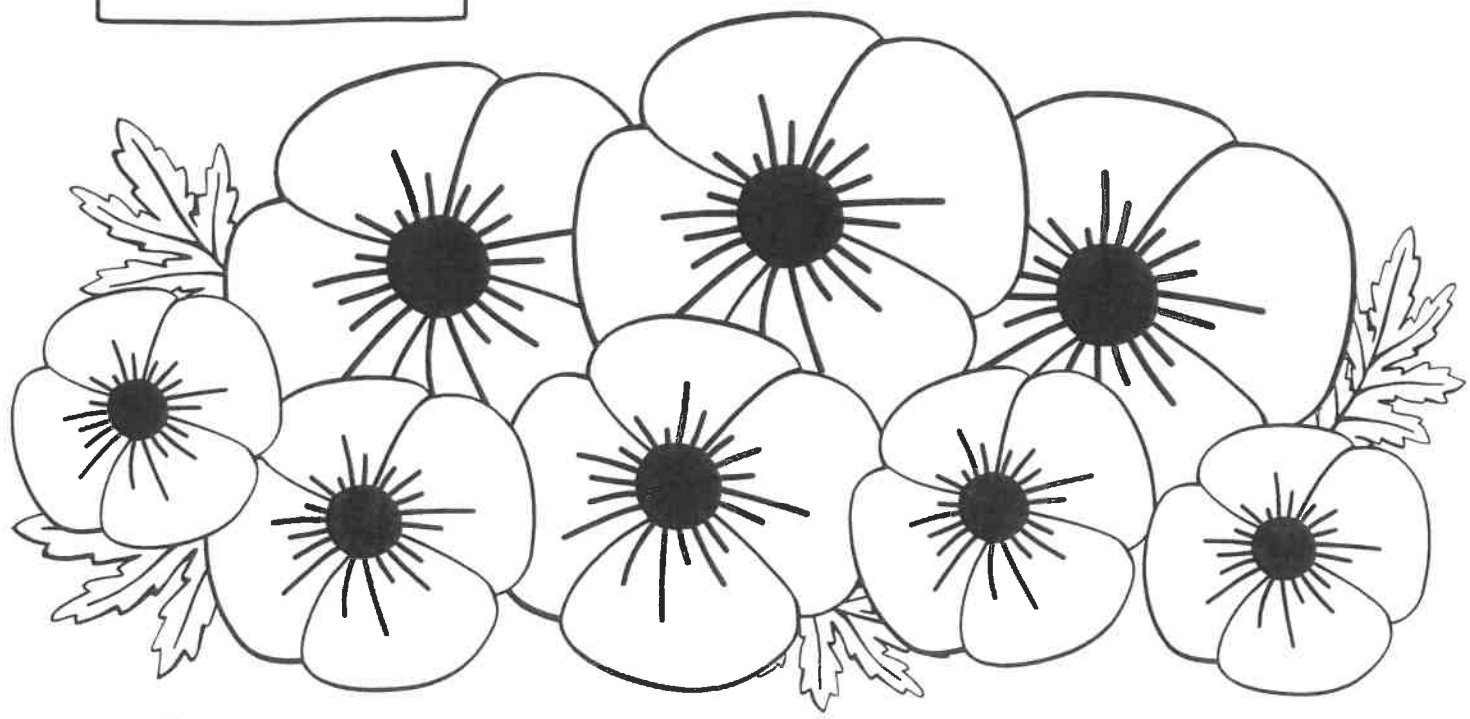
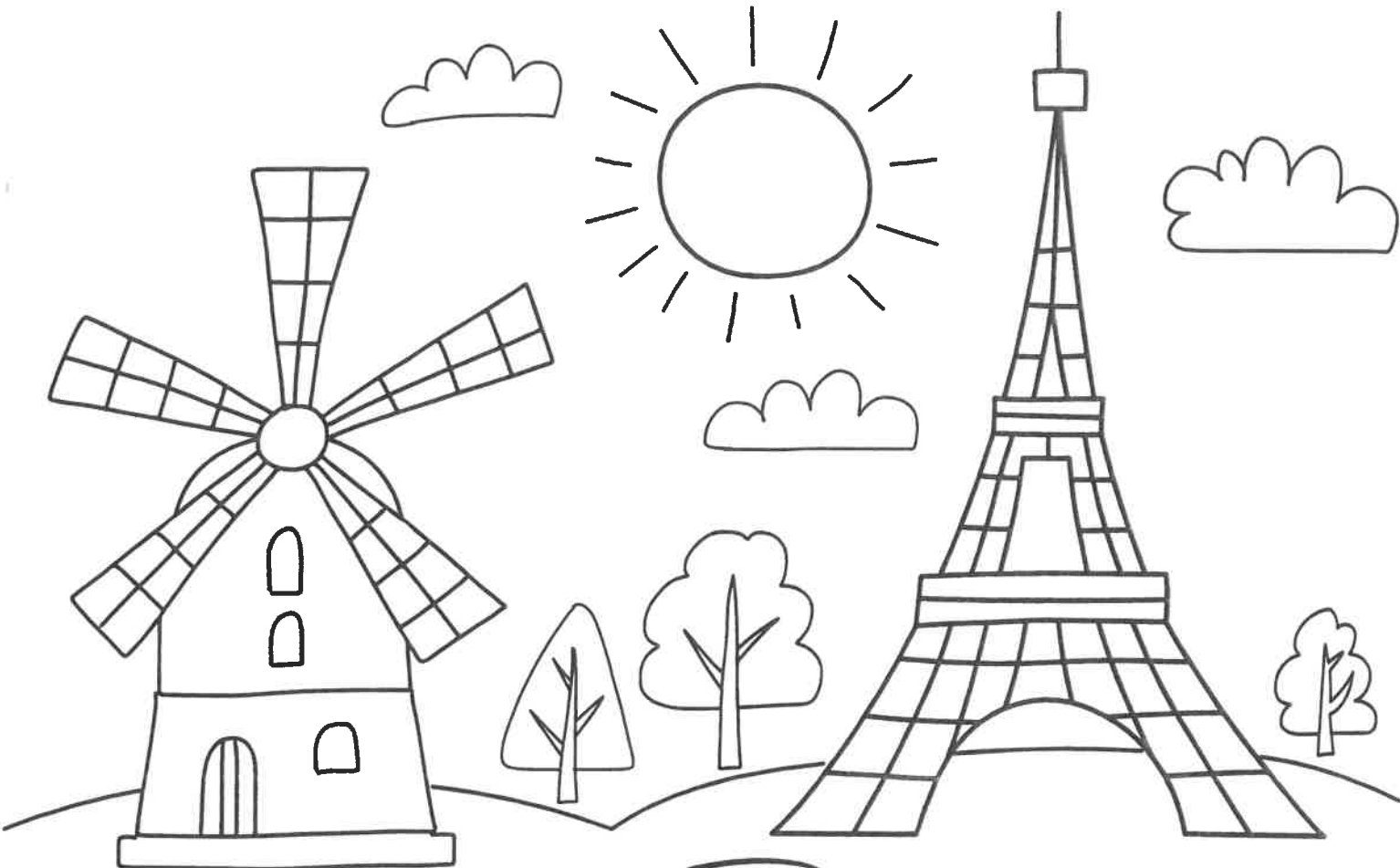
Chairman's phone number: (____) _____ ALA member ID#: _____

Chairman's email address: _____

Please see instructions on previous page about where to send this form.



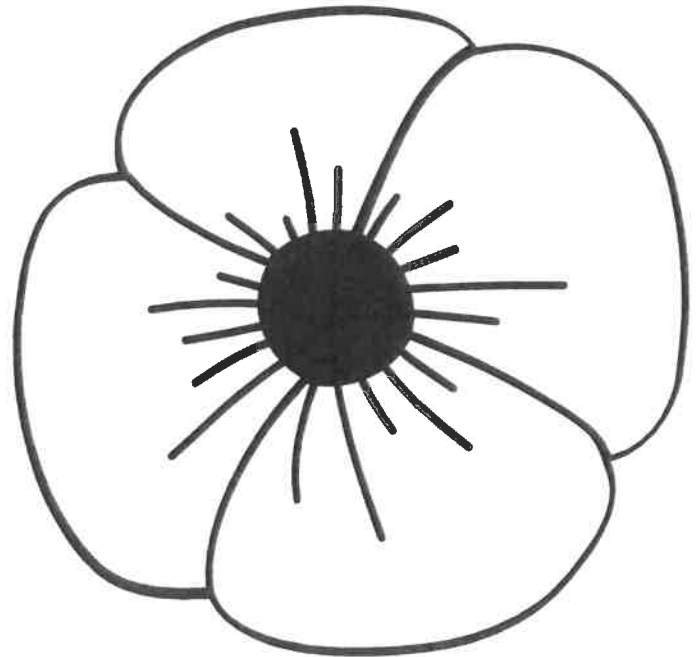
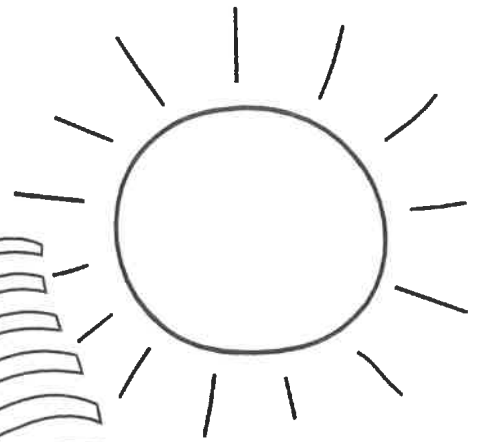
American Legion Auxiliary
Poppy Coloring Book



After World War I, the poppy flourished in Europe.

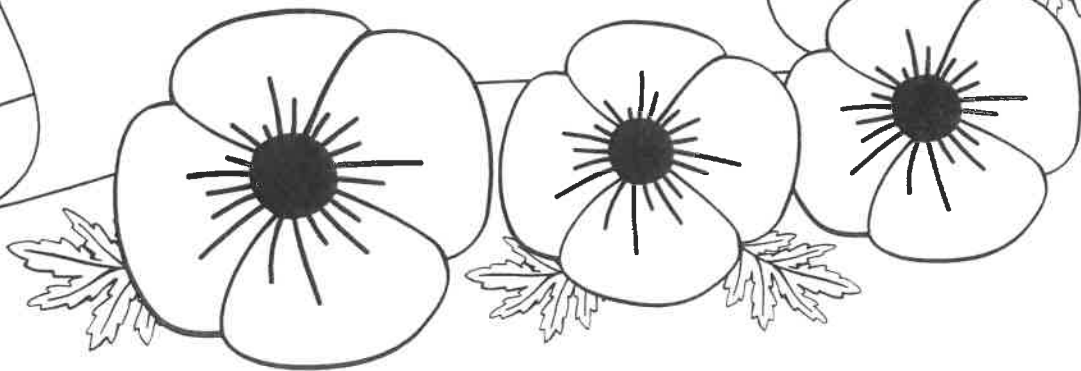
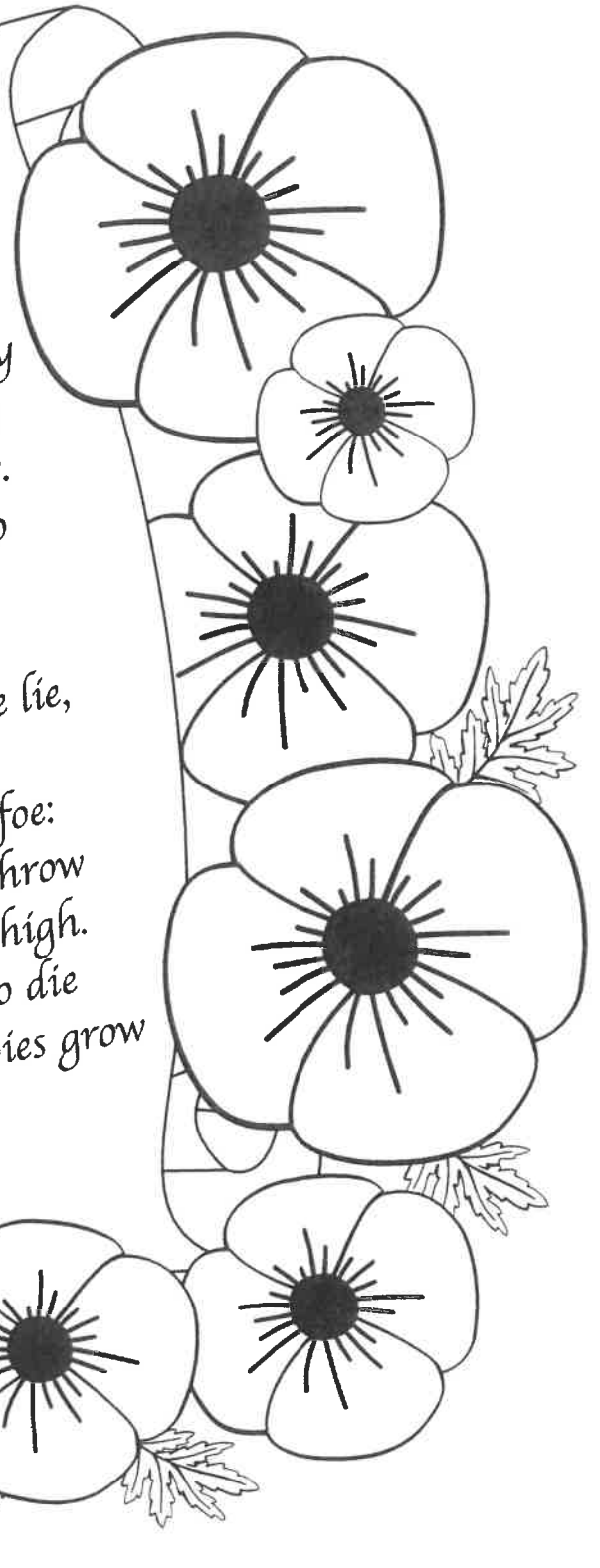


In 1918, a woman named Moina Michael asked Americans to always wear a poppy flower in memory of the war dead.

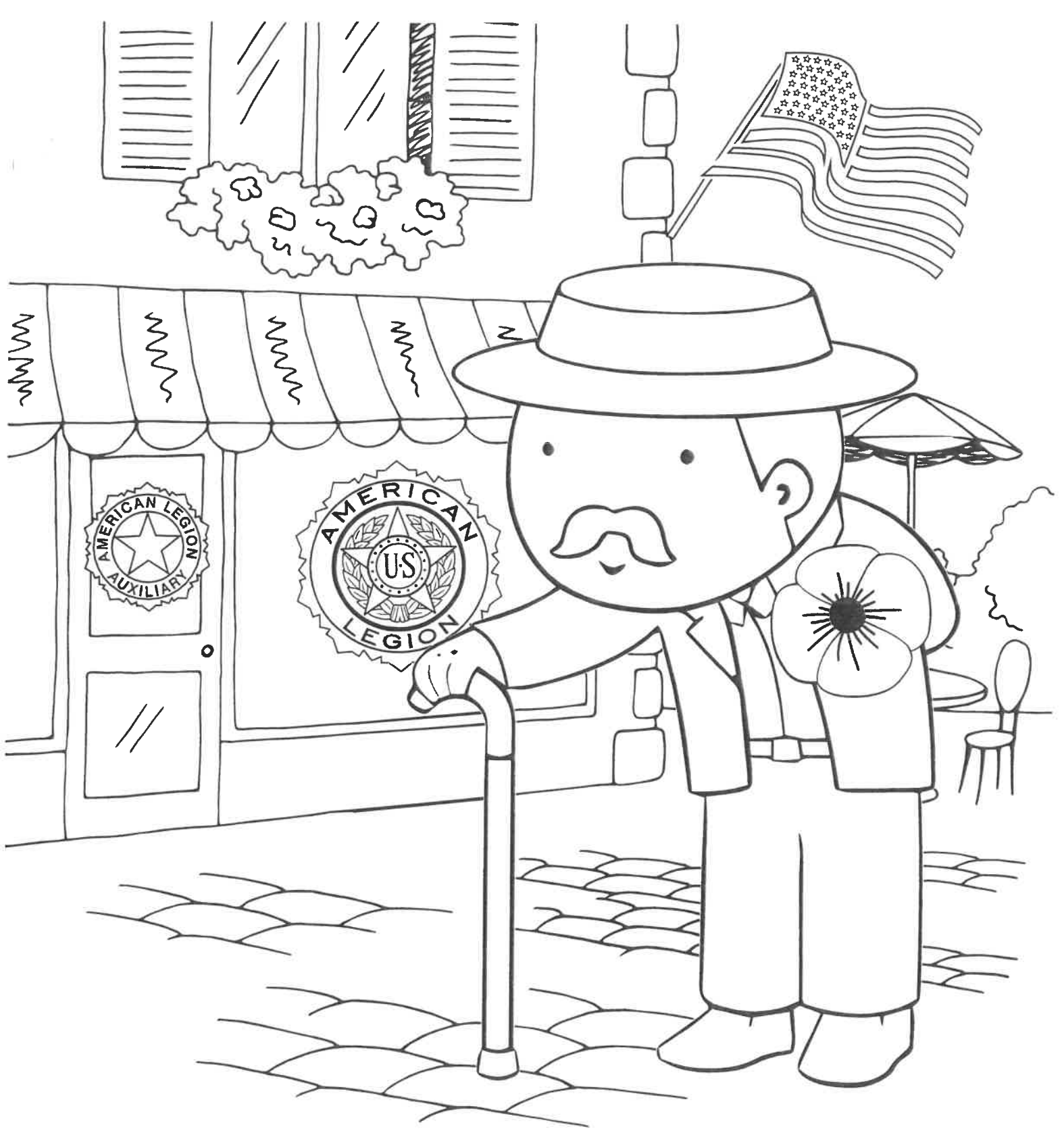


The poppy is worn to symbolize the sacrifices made by fallen servicemembers.

In Flanders Fields
In Flanders fields the poppies blow
Between the crosses, row on row,
That mark our place; and in the sky
The larks, still bravely singing, fly
Scarce heard amid the guns below.
We are the Dead. Short days ago
We lived, felt dawn,
Saw sunset glow,
Loved and were loved and now we lie,
In Flanders fields.
Take up our quarrel with the foe:
To you from failing hands we throw
The torch; be yours to hold it high.
If ye break faith with us who die
We shall not sleep, though poppies grow
In Flanders fields.



"In Flanders Fields" is a war poem written during World War I by Canadian doctor Lt. Col. John McCrae to honor soldiers killed in battle.



Veterans and volunteers handcraft the poppies to distribute in exchange for donations. The donations help veterans, military, and their families in our communities.



The American Legion Auxiliary started the Poppy Program in 1921, connecting the visual image of the poppy with the service made by our veterans.

American Legion Auxiliary Mission:

In the spirit of Service Not Self, the mission of the American Legion Auxiliary is to support The American Legion and honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad.

For God and country, we advocate for veterans, educate our citizens, mentor youth, and promote patriotism, good citizenship, peace, and security.



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www.ALForVeterans.org
www.ALAFoundation.org

