

Poppy

Program Action Plan – 2016-2017

Jane Ann Hamby, Chairman

The Poppy Program would like you to use the image and story of the Flanders Field Poppy to educate people about the sacrifices of our military service members and help us raise awareness of the Legion Family and link us to our mission in the eyes of the public.

How Can We Promote the Poppy Program and Increase Poppy Revenue?

- Contact local businesses for permission to distribute Poppies on their premises and make sure you have permission for liability purposes. In some places you may need a permit in some places
- Send Thank You notes and use the Poppy Poster Thank You Notes (available through Emblem Sales)
- Wear a Poppy proudly in your presentations at various Poppy Drives and school presentations
- Educate your community on how Poppy Funds help our veterans
- Declare a Poppy Day in your community – use the newspaper, radio stations and television to promote
- Use the Poppy tools that are available at www.ALAforVeterans.org
- Encourage the Legion Family to participate in a Poppy Drive
- Help your local schools organize Poppy drives – make it a competitive – give a Citation or Party to the class that raises the most money during your Poppy distribution

Poppy Production Managers and Poppy Makers

- Increase the number of Poppy Makers on the Unit and District levels
- Distribute “How to Recruit New Poppy Makers”
- Partner with the American Legion to recruit Poppy Makers within Post Homes
- In your Post Home, Medical Centers and Nursing Homes, post information on “How Veterans Can Make Money by Making Poppies”
- Poppy Production Managers need to remember to send the Department Poppy Chairman and Department Finance Chairman their Monthly Income and Expense Report.

Poppy Promotion

- Districts are encouraged to honor and promote the Poppy at all District Meetings
- Encourage your Unit to use Poppies throughout the year
- Share the Poppy Story and the poem, “*In Flanders Field*” with Junior and Senior members
- Please understand what the Unit can and cannot use Poppy Funds for
- In all contests, please include the words, “**Pride in Giving Service**” and any items pertaining to President Peggy’s theme

Important Deadlines Dates

- Order Poppies By October 31, 2016
- Mid-Year Unit Reports to District Chairman By December 1, 2016
- Mid-Year Department Reports to Department Chairman 2016 By December 15,
- Joint Conference Poppy Usage Contest April 7-8, 2016
- Annual Unit Reports to District Chairman By April 15, 2016
- Annual Department Reports to Department Chairman By May 1, 2016
- Department Junior Conference May 20, 2017
- Department ALA Convention to show off District Poppy Hats, Centerpieces, etc. July 13-16, 2017

Department Poppy Contest Rules

- All Poppies must be fluffed and have the labels removed.
- Junior 1st Place District Winners are to be submitted for Department judging at the 2017 Department Junior Conference.
- Senior 1st Place District Winners are to be submitted for Department judging at the 2017 Department Convention in July.

Poppy Can

- Encourage Units to sponsor the contest in local schools.
- Junior members may participate under the supervision of the Unit.
- There will be four classes:
 - Class I Ages 4 to 8
 - Class II Ages 9 to 12
 - Class III Ages 13 to 15
 - Class IV Ages 16 to 18
- Any can may be used but must use a Pringle's Potato Chip can.
- "Pride in Giving Service" must be on the Poppy Can.

Poppy Corsage

- An uneven number of Poppies must be used when creating a Poppy Corsage.
- There should be no less than 5 and no more than 9 Poppies per corsages.
- The corsage should be 3 ½" by 3 ½" and fit in a standard 4" by 4" corsage box.
- "Pride in Giving Service" and any item pertaining to President Peggy's theme must be used in the corsage.
- Remove the label from the Poppy.
- Fluff the Poppies.
- Senior Poppy Corsage – 1st Place
- Junior Poppy Corsage – 1st Place
 - Class I Ages 4 to 8
 - Class II Ages 9 to 12
 - Class III Ages 13 to 15
 - Class IV Ages 16 to 18

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

- Encourage all members to use their imaginations and create a new project every month to promote the Poppy in their local Post Home and/or community.
- The monthly entries and designs of the District Chairman's Choice. They must incorporate "Pride in Giving Service" and any items pertaining to President Peggy's theme.
- Take photos and create a scrapbook or notebook of your monthly creations.
- The District Chairman will bring a final winner to the Department Convention for judging.

Poppy Hat Contest Rules

- The Poppy must be the dominate flower.
- "Pride in Giving Service" and any kind of item pertaining to President Peggy's theme must be on the hat.
- The hats will be judged on creativity and design.
- The hats will be paraded by the District Presidents at the Department Convention.

Miss Poppy Contest

- Two Categories: Little Miss Poppy (Ages 6 to 12)
Miss Poppy (Ages 13 to 18)
- Participants must be between 6 to 12 years of age or 13 to 18 years of age and be a Junior member in good standing of the American Legion Auxiliary.
- Promotional activity of the Poppy Story must be through the American Legion, the American Legion Auxiliary and the community.
- Selection of Miss Poppy is at the discretion of the Unit.
- Costumer (there is no specific dress code or particular dress color for Miss Poppy).
- Entrant must submit a Miss Poppy Scrapbook (8 ½" by 11") containing photos and clipping illustrating how she promoted the American Legion Auxiliary Poppy.
- Narrative report on "Memorial Poppy" not to exceed 100 words.

Poppy Poster

- Units shall sponsor contests in local schools. When schools do not conduct activities, other youth groups, including Junior members, may participate under the 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 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 “Pride in Giving Service”
 - The words “American Legion Auxiliary” must be used in the design of the poster.
 - Deadline May 20th, 2017 – at the Department Junior Conference where posters will be judged. The poster shall be on 11” by 14” poster board.
 - The United States Flag may be used as long as there are no infractions of the U.S. 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 (Indiana).
 - The poster shall be the work of only one individual.
 - No humorous drawings or slogans shall be used.
 - The label “In Memoriam” from the veterans-made poppy may not be used.
 - When the Holy Cross is used, the Star of David also shall be used.

Additional Resources You Can Use

- *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 under Poppy Toolkit.
- *American Legion Auxiliary Unit Guide Book* (the book with Poppies on the front.)
- Poppy seed packets for Poppies Across America can be purchased at American Meadows, www.AmericanMeadows.com, 802-951-5812, or at local garden shops.
- www.Pinterest.com/ALAforVeterans (in the Poppy Board) – Instructions for how to make the felt Poppy corsage.
- For the following How to Sheets, visit the Poppy Page at www.ALAforVeterans.org
 - How to Recruit New Poppy Makers
 - How to Increase Unit Poppy Revenues
 - How to be an ALA Poppy Production Manager

Department Poppy Awards

- **Sally Wilhelm Monetary Award** for the best narrative report from a Unit who best utilized Poppies throughout the year.
- **Lisa Liford Monetary Award** to the District Chairman with the best reported year-round use of Poppies.
- **Poppy Can Contest**
- **Poppy Corsage Contest** – Junior and Senior 1st place winners
- **Poppy Design and Usage Contest**
- **Poppy Hat Contest**
- **Poppy Poster Contest** – awards in 7 classes
- **Miss Poppy Contest** – awards in two Junior classes

Department Poppy Chairman's Awards

Poppy Narratives

- Award to the Unit having the best year-round Poppy program. Submit a 500 word or less narrative with pictures of designs and items used to promote the Poppy program.
- Award to the District having the best year-round Poppy program at each District meeting. Submit a 500 word or less narrative with pictures of each month's winner in a scrapbook or notebook.

Poppy Can, Corsage, Design and Usage, Hat and Poster Awards

- Awards to the Poppy Hat Contest winner, the Poppy Poster Contest winner, the Poppy Can Contest winner, the Poppy Design and Usage, and the Poppy Corsage winner.

No Department Poppy Coloring Contest

- **There will be NO Department Poppy Coloring Contest this year.** If the Units and Districts would like to have this contest and use the coloring pages we have used in the past, they can. But the judging will only be on the Unit and District levels

Joint Conference Contest

- **2017 Joint Spring Conference Poppy Usage Contest**
 - Each District can enter any project they wish to bring
 - Entry must contain lots of Poppies
 - Entry can be no larger than 18" by 18"
 - "Pride in Giving Service" or any kind of items pertaining to President Peggy's theme must be on the item
 - The District Number and the name of the District Chairman must be attached to the bottom or back of the entry.
 - Conference attendees will vote for their favorite project by their donations
 - The project collecting the most monetary "votes" will determine the winner
 - All proceeds will be donated to Department President Peggy's Projects

All Narrative Reports

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

- How many Poppies were ordered?
- How did you promote the Poppy Program?
- How did you increase your Poppy revenue?
- How did you promote the Poppy Poster Contest?
- How was the Poppy used through the year at your Post?
- How did you promote Little Miss and Miss Poppy?
- How many girls participated in the Little Miss and Miss Poppy?

Mid-Year Reports

- Each Unit Poppy Chairman is required to submit a Mid-Year Report by December 1, 2016 to her District Poppy Chairman.
- Each District Poppy Chairman is required to submit a Mid-Year Report by December 15, 2016 to the Department Poppy Chairman

Annual Reports

- Each Unit Poppy Chairman is required to submit an Annual Report by April 15, 2017 to her District Poppy Chairman.
- Each District Poppy Chairman is required to submit an Annual Report by May 1, 2017 to the Department Poppy Chairman.

One last important thing: Encourage your Junior members to become involved in the Poppy Program. This is a learning tool for them to carry on to become Senior members. This also goes for our Senior members, too. Involve as many members as possible and the rest of our Legion Family. The Sons of the American Legion also like to be asked to help in distributing Poppies. This is a **team work** program and as always **have fun!!!**

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