PURPOSE: “The Poppy Program and the 2014-2019 Centennial Strategic Plan – Using 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.” (Goal 5 National Strategic Plan)

Poppy 2015-2016: “The Poppy Program was designed to promote and educate people about the history of the poppy and to make them aware of the sacrifices of our veterans”

I. “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.
- 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 sure poppy distribution rules are available at your department headquarters for members.
- Publish materials for units in your departments 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.

II. “Increase the number of poppy makers in your department”

Member
- Set up meetings with recreational and occupational therapists at local 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 Plan for information.
- Partner with The American Legion to recruit poppy makers within their post homes and VA Medical Center Homes.
- 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).

Poppy Awards

Poppy Poster Contest

UNIT ENTRIES MUST BE SENT TO THE DISTRICT CHAIRMAN BY MARCH 31. THE DISTRICT CHAIRMAN MUST SEND THE WINNING ENTRIES, ACCOMPANIED BY THE GREEN SLIP. ALL ENTRIES MUST BE POSTMARKED NO LATER THAN APRIL 15.

Units are encouraged to sponsor contests in their local schools. When schools do not conduct the activities, other youth groups, including Junior members may participate under direct supervision of the Unit.

1. The contest shall have seven classes:
   - Class I Grades 2 & 3
   - Class II Grades 4 & 5
   - Class III Grades 6 & 7
   - Class IV Grades 8 & 9
Poppy Poster Requirements

1. Each poster shall have a fitting slogan not to exceed ten (10) words. The articles “a”, “an”, “and”, and “the” are not to be counted 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 ten (10) word count.
3. Each poster must carry a picture of the Flanders Poppy in the correct color (four red petals with a center of green and black).
4. The poppy shall have four petals and no leaves.
5. The Department shall determine the closing date of the Unit Contest.
6. The poster shall be 11 x 14 poster board. Drawing paper will not be accepted.
7. The United States Flag may be used as long as there are no infractions of the Flag Code.
8. Posters will be judged using the following criteria:
   a. 50% - Poster appeal (layout, message, originality)
   b. 40% - Artistic ability (design and color)
   c. 10% - Neatness
9. Media used shall be watercolors, crayons, powder or oil paint, handmade paper cut-outs, ink or textures, acrylics, pencils, and markers.
10. Written in INK on the back of the poster (not attached) shall be the name, address, age, and grade of the contestant; name of the Unit and number, District number, Department, and the class in which the entry is submitted. It has been recommended that a phone number be included, but to protect the safeties of the contestants, Unit Chairman, please keep a record of all entries submitted. Final judging is done after school is dismissed.
11. The poster shall be the work of only one individual.
12. No humorous drawings or slogans shall be used.
13. The label “In Memoriam” from the veteran-made poppy may not be used.
14. When the Holy Cross is used, the Star of David shall also be used.

Judging and Award

Each Department will establish its own procedure for judging, Unit to District and District to Department.

The Department Chairman shall send all winning entries to the Divisional Chairman by June 1, 2017.
Department Awards will be as follows:

Class I (Grades 2 & 3)
- First Place: $50.00
- Second Place: $25.00
- Third Place: $15.00

Class II (Grades 4 & 5)
- First Place: $50.00
- Second Place: $25.00
- Third Place: $15.00

Class III (Grades 6 & 7)
- First Place: $50.00
- Second Place: $25.00
- Third Place: $15.00

Class IV (Grades 8 & 9)
- First Place: $50.00
- Second Place: $25.00
- Third Place: $15.00

Class V (Grades 10 & 11)
- First Place: $50.00
- Second Place: $25.00
- Third Place: $15.00

Class VI (grade 12)
- First Place: $50.00
- Second Place: $25.00
- Third Place: $25.00

Class VII (Special Need Students)
- First Place: $50.00
- Second Place: $25.00
- Third Place: $15.00

National Awards
A citation will be given for the most outstanding poster in each classification within the five (5) divisions. All department entries must be sent to the Division Chairman by the Poppy Chairman by June 1, 2016.

Miss Poppy Contest

UNIT ENTRIES MUST BE SENT TO THE DISTRICT CHAIRMAN BY MARCH 31. THE DISTRICT WINNING ENTRIES ACCOMPANIED BY A GREEN SLIP MUST BE POSTMARKED BY APRIL 15.

1. CATEGORIES
   A. Junior Miss Poppy contest: Ages 6-12
   B. Senior Miss Poppy contest: Ages 13-18
2. **RULES**
   A. Contestants must be a Junior Member of the American Legion Auxiliary.
   B. Promotional activity of the Poppy Story must be through the American Legion, the American Legion Auxiliary, and the community.
   C. Selection of Miss Poppy is at the discretion of the Unit.
   D. A narrative report, not to exceed one hundred (100) words and titled “Memorial Poppy”, must be submitted.
   E. Entrant must submit a Miss Poppy Scrapbook (8 ½” x 11”) containing photographs and clippings illustrating how she promoted the American Legion Auxiliary Poppy. Senior members may assist but the final product should be done by the entrant.
   F. Include Miss Poppy’s name, address, city, zip, age, Unit, and District number, and name of Unit Chairman. Include a phone number if possible.

3. **AWARDS**
   A. Department Awards $50.00

4. **MISS POPPY SCRAPEBOOK JUDGING RULES**
   1. Costume (there is no specific dress code or particular dress color for Miss Poppy).
   2. Promotion of Poppy Program.
   3. Publicity of Poppy Activities.
   4. Narrative report on “What I Have Learned Being Miss Poppy”.
   5. Essay on “Memorial Poppy” not to exceed 100 words.
   6. Memorial Poppy must be visible in all promotions and publicity submitted.
   7. Neatness and Creativity.
   8. Cover page to include member name, Unit name, age Division and year.
   9. Judging scale is 1 through 10 for each area of judging for entire entry.

The winning Department entry, in one, or both categories is due to the National Vice Chairman by June 1, 2017. All department entries must be sent to the National Vice Chairman by the Poppy Chairman by June 1, 2017.

Both National Miss Poppy winners will be invited to appear at the National Convention in Cincinnati, Ohio immediately following her selection at her own expense. The winners of the National Miss Poppy contest will each receive a Citation Plaque.

There isn’t set guides for dress of the Miss Poppy as stated above. Remember these girls represent the American Legion Auxiliary and their attire should follow their age. Please don’t dress them as prom queens.
UNIT POPPY PROGRAM AWARD

UNIT ENTRIES MUST BE SENT TO THE DISTRICT CHAIRMAN BY MARCH 31, 2017. THE DISTRICT WINNING ENTRIES, ACCOMPANIED BY AN AWARD COVER SHEET, MUST BE MAILED BY APRIL 15, 2017.

The will be one unit chairman awarded the Unit Poppy Program Award in each division (5) which will be announced by the National Poppy Committee at the pre-convention meetings. The report should cover all areas of emphasis and any relevant information involving program activity. The report should describe your use of the Poppy during the year. The report is to be in narrative form and not to exceed 1,000 words and must be typewritten. Do not include pictures, clippings, scrapbooks, folders, etc. The Department Chairman is to send the winning entry from her Department to the Division Chairman by June 1, 2017.

MOST OUTSTANDING OVERALL POPPY PROGRAM

UNIT ENTRIES MUST BE SENT TO THE DISTRICT CHAIRMAN BY MARCH 31, 2016. THE DISTRICT WINNING ENTRIES, ACCOMPANIED BY AN AWARD COVER SHEET, MUST BE MAILED BY APRIL 15, 2017.

The will be one unit chairman awarded the Most Outstanding Overall Poppy Program Award which will be announced by the National Poppy Committee at the pre-convention meetings. The report should cover all areas of emphasis and any relevant information involving program activity. The report should describe your use of the Poppy during the year. The report is to be in narrative form and not to exceed 1,000 words and must be typewritten. Do not include pictures, clippings, scrapbooks, folders, etc. The Department Chairman is to send the winning entry from her Department to the Division Chairman by June 1, 2017.

NOTE: Any article, poster, or scrapbook that is submitted for judging must have return postage included if you wish to have it returned. No return will be made if postage is not included.

POPPY WINDOW DISPLAY CONTEST

ALL ENTRIES ARE TO BE BROUGHT TO DEPARTMENT CONVENTION ON THURSDAY MORNING BEFORE 12:00 NOON. JUDGING WILL START PROMPTLY AT 12:00 NOON. ALL ENTRIES MUST HAVE A GREEN SLIP ATTACHED.

1. Rules
   A. Poppy Window Display Contest can be sponsored by the Junior and/or Senior organization of the Unit.
   B. The display must be shown the week preceding Unit Poppy Days.
   C. Each display must have as its main object “The Poppy” and must include the wording “American Legion Auxiliary”. The word “buddy” must not be used.
D. Features must include the story of the Poppy and the benefits derived from Poppy Days. The Star of David, (six-pointed star) symbol of the Jewish Faith, shall be used when the Cross is featured.

E. A colored or black and white picture, (no larger than 8 X 10 or smaller than 3 X 5), shall be submitted for judging.

F. Name, address, Unit number, District number, and membership as of May 1, 2009 shall be plainly written, in ink, on the back of the picture.

2. Department Awards
   A. Senior Member Entry $15.00
   B. Junior Member Entry $15.00

ARTISTIC CREATION CONTEST

ALL ENTRIES ARE TO BE BROUGHT TO DEPARTMENT CONVENTION ON THURSDAY MORNING BEFORE 12:00 NOON. JUDGING WILL START PROMPTLY AT 12:00 NOON. ALL ENTRIES MUST HAVE A GREEN SLIP ATTACHED.

1. Rules
   A. Include a 3 X 5 index card listing: your name, and if it is a Junior or Senior Member. This should be with each entry.

   B. A GREEN SLIP must accompany each entry. The entry sheet must be properly completed and signed by the District Chairman or District President.

2. Artistic Creation Categories
   A. Centerpiece – the poppy must be the main flower even though other flowers may be used in the arrangement. Stress that this is a centerpiece and not a display and the viewer should be able to view it from any direction.

   B. Corsage – the poppy must be the main flower. Consider the wearability of the corsage in regards to size. Most corsages are no larger than a 4 X 6. Limit the size within these dimensions.

   C. Poppy Unique Display – the poppy must be the main flower, even though other flowers may be used. A display need not be visible from all sides as in the rules for a centerpiece.

3. Judging
   A. Originality 25%
   B. Best use of the Poppy 50%
   C. Overall appeal 25%

4. Awards
   A. The Junior, Senior, and a Class VI award for Students with special needs regardless of age for centerpieces, corsages, and displays will be $10.00 each.

   B. Corsages: Junior contest will be two classes:
      Class I – Up to age 12
      Class II – Ages 13 – 18

   Awards will be $10.00 in each class.
POPPY RESOURCES
- Poppy Volunteer Guide
- Poppy Day Supplies
- Thank You for Caring Leaflet
- Poppy Day and Certificates
- Policies and Procedures
- Poppy Program Media Fact Sheet
- Poppy Fact Bookmark
- How monies are used once collected
- How to Maximize Your Poppy Contribution
- How to Recruit New Poppy Makers
- Poppy Flyer
- Poppy Poster Template
- Unit Handbook
- Policies and Procedures
Poem Flanders Field: www.legion-aux.org/files/poppy-stirv0flanders-field.doc
ALA Public Relations Guide: www.legion-aux.org/PublicRelations/

COMMITTEE MEMBERS

MAIL ALL ENTRIES TO:

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