



AMERICAN LEGION AUXILIARY DEPARTMENT OF MICHIGAN 2017 - 2018 PLAN OF ACTION

POPPY

Purpose: “The Poppy Program and the 2017-2018 Centennial Strategic Plan-Using image and story of the Flanders Field Poppy to educate people about the sacrifices of our military service members help us raise awareness of The Legion Family and link us to our mission in the eyes of the public.”

Poppy 2017-2018: “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”

What can Funds raised from the Poppy Program be used for?

In accordance with The American Legion Poppy Program and Poppy Fund Rules, revised in 2013-2014 by the American Legion National Executive Committee, Poppy funds may only be used for:

- ♥ The rehabilitation of Veterans honorably discharged from the United States Armed Forces after April 6, 1917.
- ♥ The welfare of the families of Veterans honorably discharged from the United States Armed Forces after April 6, 1917.
- ♥ The rehabilitation of hospitalized military service personnel returning home and awaiting discharge who require treatment in service hospitals.
- ♥ The welfare of veterans, active military personnel, and families of veterans and active military personnel of the above named period where financial and medical need is evident.
- ♥ For the purpose of poppy kits and supplies used to make symbolic poppies and poppy items that will be distributed for donations to the Poppy Fund.
 - Veterans Family- means immediate family and dependents. Immediate family consists of Wife, husband, daughter and son who live with the veteran. If a grandchild lives with the veteran, that child could be considered immediate family. A case can be made for a sibling or parent who lives with and is caring for the veteran.
 - Poppy Funds are to help veterans and their families and active duty military and their families where financial and medical need is evident.

- **If the veteran is DECEASED**, the poppy fund **cannot** be used for his/her family. In such circumstances, other avenues to pursue include department funds, special Auxiliary or Legion fundraising projects, or if applicable, the Auxiliary Emergency Fund.
- Poppy money **cannot be used** for a family member who does not live with the veteran.

1. Promote the Poppy Program and Increase Poppy revenue ideas.

Members can:

- 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.

Units Can:

- 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 a community.

Department;

- Distribute material and make it available to members. Poppy tools are available at www.ALAforVeterans.org
- We are here to help you have a successful poppy program. The more money your Units raise the more we can help our veterans.
- Veterans that enrolled in department poppy production will be paid for each poppy completed, as outlined in Department agreement with the facility.
- The more poppies the units order, the more poppies distributed, the more poppies are needed, which means the more money to help our veterans enrolled in the department poppy program. Also the more money so the units can help local veterans in need.

Poppy Awards



By popular request, NEW NEW NEW CONTEST. New Poppy poster contest for Auxiliary members 18 and up. Let’s show our talents off. Bring your posters to Department Convention. There will be a small award given by the chairman and committee. Follow the Poppy Poster rules except these do not have to be to me early as the winner will not be sent to National, because this is a

Department contest. Please bring them to the Poppy table before 1 o'clock on Thursday June 21, 2018.

Districts and Units please bring your Poppy Posters that **LOST** at district level so we can display them. Each one will receive a Department Certificate of Participation, but will not be judged, so they do not need green slips.

Contest and Awards

Poppy Poster Contest:

Unit entries must be sent to the **District Chairman by March 31, 2018** and to **Department no later than April 15, 2018. District Chairman must send the winning entries, accompanied by the GREEN SLIP. All entries must be postmarked no later than April 15, 2018.**

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

Class I	Grades 2 & 3
Class II	Grades 4 & 5
Class III	Grades 6 & 7
Class IV	Grades 8 & 9
Class V	Grades 10 & 11
Class VI	Grade 12
Class VII	Students with special needs*

*Special needs is defined as those students in special education classes or on a waiting list to enter such a class; a student with an identified disability but not in a special education class for reasons other than waiting listing.

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 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 (10) word count.
3. Each poster must carry a picture of the Flanders Poppy in the correct color. (four red petals with the center 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 on 11x14" 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 cutouts, 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 contestant: name of the Unit and number, district number, Department, and Class in which the entry is submitted. It has been recommended that a phone number be included, but to protect the safety of the contestants, Unit Chairman - please keep a record of all entries submitted.
11. 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.
12. The poster shall be the work of only one individual
13. No humorous drawings or slogans shall be used
14. The label "In Memoriam" from the veteran made poppy may not be used.
15. When the Holy Cross is used, the Star of David shall also be used.

Judging and Award

The Committee and Chairman will be judging the posters, unless entries are from our units and district, then we will ask for help in judging from another committee to ensure the integrity of this process, unless there is only one entry. In that event, the one entry will be considered the winning entry. Winning entries will then be sent to Divisional Chairman for judging.

Department Awards will be as follows:

Class I	Grades 2 & 3	1st Place winners \$50.00
Class II	Grades 4 & 5	2nd Place winners \$25.00
Class III	Grades 6 & 7	3rd Place winners \$15.00
Class IV	Grades 8 & 9	The awards are the same for each Class
Class V	Grades 10 & 11	
Class VI	Grade 12	
Class VII	Students with special needs*	

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, 2018.

Miss Poppy Contest: As a past National Junior Miss Poppy winner, I must say this is very special to me. I am hoping for a lot of entries. The experiences I had as a Junior Miss Poppy are very memorable and helped me appreciate our veterans. So, I encourage you to find a young lady in your Unit and promote her as a Sr. or Jr. Miss Poppy. (Miranda Jones)

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

- ❖ Junior Miss Poppy contest: Ages 6-12
- ❖ 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 SCRAPBOOK JUDGING RULES

- A. Costume (there is no specific dress code or particular dress color for Miss Poppy).
- B. Promotion of Poppy Program.
- C. Publicity of Poppy Activities
- D. Narrative report on "What I Have Learned Being Miss Poppy".
- E. Essay on "Memorial Poppy" not to exceed 100 words.
- F. Memorial Poppy must be visible in all promotions and publicity submitted.
- G. Neatness and Creativity.
- H. Cover page to include member name, Unit name, age Division and year.
- I. Judging scale is 1 through 10 for each area of judging for entire entry.

The winning Department entry, in one, or both categories will be sent to National Vice Chairman.

Both National Miss Poppy winners will be invited to appear at the National Convention, immediately following her selection at her own expense. The winners of the National Miss Poppy contest will each receive a Citation Plaque. There are not 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.

UNIT POPPY PROGRAM AWARD UNIT ENTRIES MUST BE SENT TO THE DISTRICT CHAIRMAN BY MARCH 31, 2018. THE DISTRICT WINNING ENTRIES, ACCOMPANIED BY AN AWARD COVER SHEET, MUST BE MAILED BY APRIL 15, 2018

There 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.

MOST OUTSTANDING OVERALL POPPY PROGRAM UNIT ENTRIES MUST BE SENT TO THE DISTRICT CHAIRMAN BY MARCH 31, 2018. THE DISTRICT WINNING ENTRIES, ACCOMPANIED BY AN AWARD COVER SHEET, MUST BE MAILED BY APRIL 15, 2018.

There 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.

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.

5. 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 1:00. ALL ENTRIES MUST HAVE A GREEN SLIP ATTACHED.

- A.. 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, 2018 shall be plainly written, in ink, on the back of the picture.

Department Awards

- A. Senior Member Entry \$15.00
- B. Junior Member Entry \$15.00

6. ARTISTIC CREATION CONTEST

ALL ENTRIES ARE TO BE BROUGHT TO DEPARTMENT CONVENTION ON THURSDAY MORNING BEFORE 12:00 NOON. JUDGING WILL START PROMPTLY AT 1:00. ALL ENTRIES MUST HAVE A GREEN SLIP ATTACHED.

- 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.
- C. Artistic Creation Categories

I. 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.

II. 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 card. Limit the size within these dimensions.

III. 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.

Judging

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

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 – 18Awards will be \$10.00 in each class.

POPPY RESOURCES Guidelines for using poppy funds:

Unit Handbook, 2005 Edition, pages 79 – 82.

Publications available through Emblem Sales: (888)453-4466, www.emblem.legion.org or www.ALAforVeterans.org.

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

Poem Flanders Field: www.legion-aux.org/files/poppy-stiry0flanders-field.doc

ALA Public Relations Guide: www.legion-aux.org/PublicRelations

COMMITTEE MEMBERS MAIL ALL ENTRIES TO: Miranda Jones

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