

**American Legion Auxiliary**  
**Department of Michigan**  
**2018-2020 Plan of Action**

The purpose of American Legion Auxiliary Poppy Program is to honor veterans for their service and sacrifice by promoting and educating all people of the history of the Poppy and the financial benefits realized by our nation's veterans as a result of its distribution.

**POPPY PROGRAM OBJECTIVES**

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

Members can: wear poppies; help distribute poppies and poppy items; learn and share the Poppy Story; and participate in the Poppy Artistic Creation Contest; etc.

Units can: order ALA poppies from our own Department of Michigan veterans to help supplement their income; educate members and the general public about the Poppy Story; host Poppy Poster Contests; share how you used your Poppy Funds; deliver poppies to legislators or media; observe National Poppy Day; request a Poppy Day Proclamation from your mayor; etc.

2. Increase Poppy Revenues

Members can: help distribute poppies and fund raise where permitted; create different fund raising ideas (ie: canvas painting experience); take a can and make a plan; etc.

Units can: contact businesses to obtain permission to distribute poppies; offer other poppy items for donation like pins, bookmarks; host Poppy Fundraisers; etc.

3. How Do We Impact?

Members can: report your volunteer hours, monies raised & fund raising ideas; when in public, project a positive image, wear a poppy and/or our ALA logo; bring member applications, etc.

Units can: track and report your members' volunteer hours and efforts; thank and recognize your members' contributions whether it is time, money or ideas; report at Mid-Year and at the Year-End, so we can collectively convey our impact. (More ideas-see Poppy Reporting section)!

## **Program Contests and Awards-Deadline and Requirements Information**

**POPPY POSTER CONTEST**... (for students from 2<sup>nd</sup>-12<sup>th</sup> grade, including Special Needs Units should judge and forward their 1<sup>st</sup> Place winner (for each Class), onto their District Chairman by **March 31, 2019**. \*(Note-verify with your District Poppy Chair for specifics).

Districts should send their 1<sup>st</sup> Place winner (for each Class), accompanied with a Green Slip onto the Department Committee Member, Pamela Globke, 26340 Pennie St, Dearborn Hts., MI 48125 by **April 15, 2020**.

### **1. Poppy Poster Contest Rules**

Units shall sponsor contests in local schools. When schools do not conduct activities, other youth groups such as our Juniors, church, scouting, may participate, if supervised by a Unit member.

#### **2. There are seven classes:**

		<u>Department Awards</u>
Class I: Grades 2 & 3	Class IV: Grades 8 & 9	1 <sup>st</sup> Place =\$50.00
Class II: Grades 4 & 5	Class V: Grades 10 & 11	2 <sup>nd</sup> Place=\$25.00
Class III: Grades 6 & 7	Class VI: Grade 12	3 <sup>rd</sup> Place=\$15.00

Class VII: Students with special needs defined as: Those in special education classes, a student recommended for special education classes and not admitted due to waiting list or other factor. A child identified as having a disability, but not in special education class due to lack of facilities.

#### **3. Poppy Poster Requirements**

- Each poster shall have a fitting slogan not to exceed 10 words. (Articles “a,” “and,” “an ,” “the,” will not be counted as words. The words “Buddy” and “buy” cannot be used.)
- The words “American Legion Auxiliary” must be used in the design of the poster and will not be counted in the 10 word count.
- Each poster must include a picture of the red Flanders Field poppy(s).
- The poster shall be on 11 X 14 poster board. (Drawing paper will not be accepted).
- 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, originality) 40% - artistic ability (design and color) 10% - neatness**
- Media allowed 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, shall be the Class (grade), the students name, address, age and grade of the contestant and name of Department of Michigan.
- Submissions become the property of the American Legion Auxiliary.
- The poster shall be the work of only one individual.
- The label “In Memoriam” from the veteran-made poppy may not be used.

\*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.

**LITTLE MISS POPPY:** Little Miss Poppy (Department Award 1<sup>st</sup> Place=\$50.00)

Units should send their 1<sup>st</sup> Place entry onto their District Chairman by **March 31, 2020**

Districts should send their 1<sup>st</sup> Place entry, accompanied with a Green Slip, onto the Department Chair by **April 15, 2020**.

1.

### Rules

- a. Participant must be between six and twelve years of age and be a Junior member in good standing
- b. Promotional activity of the Poppy Story must occur through the American Legion, the American Legion Auxiliary and the community.
- c. Selection of Little Miss Poppy is at the discretion of the Unit.
- d. For Little Miss Poppy consideration, participant, must submit a Little Miss Poppy Scrapbook (8-1/2 X 11") containing photos and clippings illustrating how she promoted the American Legion Auxiliary Poppy in her Department. Only scrapbooks that contain a self-addressed envelope with postage will be returned. Although every effort will be made to return the scrapbook, accidents do happen, so all entrants must allow for that risk.

### 2. Criteria for judging Little Miss Poppy Scrapbook entries:

- a. Costume (there is no specific dress code or color for Miss Poppy)
  - b. Promotion of the Poppy Program: What did you share and do?
  - c. Publicity of Poppy activities (newspapers, radio/TV, etc.)
  - d. Write narrative report on "What I Have Learned Being Little Miss Poppy."
  - e. Write essay on "Memorial Poppy" not to exceed 100 words.
  - f. The memorial poppy must be visible in all promotion and publicity submitted
  - g. Neatness and creativity.
  - h. Cover page to include member name, Unit name, state, age division and year.
  - i. Judging scale should be 1 through 10 for each area of judging for entire entry.
- (The Little Miss Poppy winner will be invited to appear at the ALA National Convention. If she chooses to attend, travel will be at her own expense. Please follow instructions as you fill out the National Report and Awards Cover Sheet).

### UNIT AWARDS: Most Outstanding Unit Poppy Program

(*New*-Additional Department Awards for 2<sup>nd</sup> and 3<sup>rd</sup> Place entries- Department Citation)

What were your Unit's collective Poppy Program efforts from April 1, 2019 thru March, 2020? Describe what you did with poppies? Did your Unit distribute poppies? Did you acknowledge National Poppy Day? How did your Unit utilize Poppy Funds? Anything unique or different?

Units should send their Poppy Program entry onto their District Chairman by **March 31, 2020**.

Districts should send their 1<sup>st</sup> Place entry, accompanied with a Green Slip, onto the Department Chair by **April 15, 2020**.

- a. National Award: Citation Plaque
- b. Presented to: One Unit in each Division (5) announced by the National Poppy Committee at the pre-convention meetings.
- c. Materials and Guidelines: Entry must be typewritten in a narrative form not to exceed 1,000

words. The report should cover all areas of emphasis and any relevant information involving program activity and describing your use of the poppy throughout the year.

### **Department of Michigan Program Contests and Awards**

#### **POPPY AWARENESS DISPLAY CONTEST** (For Junior or Senior Members)

Units should send their 1<sup>st</sup> Place entry onto their District Chairman by **March 31, 2020**.

Districts should send their 1<sup>st</sup> Place entry, accompanied with a Green Slip, onto the Department Chairman by **April 15, 2020**.

- a. Poppy Display Contest can be entered by the Junior and/or Senior Unit Member
- b. The display must be exhibited for at least one week between April 1, 2019 and March, 2020. Allow time to include in Annual Reports) The display can be in a store front, in a school or library, anywhere outside of the Post Home.
- 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. The display may include the Poppy Story and/or the benefits derived from Poppy Distribution, the poem, In Flanders Fields, etc.
- e. A colored or black and white picture, (no larger than 8 X 10 or smaller than 4 X 6), shall be submitted for judging.
- f. Please include a brief description of where and when the Display was exhibited, along with your name, address, Unit number, District number, and contact information.

#### **Department Awards**.

1. 1<sup>st</sup> place Senior Member Entry        \$10.00
2. 1<sup>st</sup> place Junior Member Entry        \$10.00

#### **ARTISTIC CREATION CONTESTS** (for Junior, Senior Member and Special Needs).

Units should send/deliver their 1<sup>st</sup> Place entry onto District for judging. (Check with District Chair for deadline).

Districts should deliver their 1<sup>st</sup> Place entry, accompanied with a Green Slip, to Department Convention on Thursday by 1:00 p.m. for judging, with a Green Slip attached).

#### Artistic Creation Categories...

- a. Poppy Centerpiece – the poppy must be the main flower, even though other flowers may be used in the arrangement. A centerpiece should be able to be viewed from any direction.
- b. Poppy Unique Display – the poppy must be the main flower, even though other flowers may be used. A unique display doesn’t need to be visible from all sides, like a centerpiece.
- c. Poppy Corsage or wristlet– the poppy must be the main flower, even though other flowers may be used.

Judging – Originality 25%, Best use of poppy 50%, Overall Appeal 25%

Department Awards – The Junior, Senior, Special Needs-Class VII. Awards will be \$10 for each Class 1<sup>st</sup> Place entry.

### **POPPY REPORTING**

Mid-Year Reports-Describe highlights of what your Unit has done with the Poppy Program by December 15, 2020. Mail to Department Chair

Year-End Reports-Use Auxiliary Reporting Form and describe any details regarding the Poppy Program)

Units compile all your members volunteer hours and monies raised and spent; and any efforts and award entries applied for, such as Poppy Contests, anything new or different, etc.

Districts compile all of your Units information and efforts. Add or copy other information or narratives also. (Too much info is better than not enough). We are reporting Michigan's impact on the Poppy Program Objectives and goals.

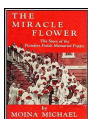
\*Some examples of information needed: Did your Unit order poppies to distribute? How many? How much was raised? How were funds spent? How was the Poppy Story shared, with your Post, school children, or? Did you host a Poppy Poster Contest? Did you get a Proclamation? Did you hold a special fundraiser? Anything special or unique?



\*\*\*\*\*Always the Friday before Memorial Day! \*\*\*\*\*

### **Poppy Story Information Resources**

WWI Poem: “In Flanders Field” by, Lt. Col. John McCrae.



Books: The Miracle Flower by Moina Michael.



The Poppy Lady by Barbara E. Walsh

Internet: <http://www.greatwar.co.uk/article/remembrance-poppy.htm>

Websites: <https://www.alaforveterans.org/> Sign in and go to Mission Outreach Committees, Poppy, see Member Resources and Poppy Kit for Fact Sheets, Bookmarks, labels, certificates, etc. In Resources, you can access the ALA Handbook or order it through Flag and Emblem sales



Plus, <https://michaloux.org/> for Poppy Order Form, see Guides and Unit Mailing info.



## The American Legion Auxiliary Poppy Poster Contest

Greetings Educator!

Please consider including our American Legion Auxiliary Poppy Poster Contest as part of your curriculum. It is art, history and patriotism all rolled into one project!

The attached rules may seem lengthy...but basically it is creating a patriotic artwork on an 11 X 14 poster board. It must include 1 or more **red poppies**. It must say **American Legion Auxiliary** and it must have a fitting patriotic or memorial **slogan** (message) that has 10 or fewer words. (It should not be humorous!) Write in ink on the back of the poster, which Class (I-VII), the student's name, address, age, grade, Auxiliary Unit Name= \_\_\_\_\_ and Department of Michigan.

### Resources:

The WWI poem, "In Flanders Field" by Lt. Col. John McCrae, soldier, doctor poet.

Internet: <http://www.greatwar.co.uk/article/remembrance-poppy.htm>

The book, The Poppy Lady, by Barbara E. Walsh. It is about a teacher from Georgia, Monia Michael, who was instrumental in making the poppy the symbol of remembrance.

**Deadline is** \_\_\_\_\_ (It can be turned in earlier, but judging will begin after that date.)

Our Unit is located at \_\_\_\_\_. Please contact \_\_\_\_\_  
by phone \_\_\_\_\_ or email \_\_\_\_\_ with any questions.

*Thank You!*

### American Legion Auxiliary Poppy Poster Contest-Official Rules

**The Poppy Poster Contest has seven classes:**

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; a student recommended for special education classes but not admitted due to waitlist or other factors; a child identified as having a disability, but not in special education due to lack of facilities.

### **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 include one (or more) picture of the red Flanders Poppy.
4. The poster shall be 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:
  - a. 50% - Poster appeal (layout, message, originality)
  - b. 40% - Artistic ability (design and color)
  - c. 10% - Neatness
7. Media used shall be watercolors, crayons, powder or oil paint, handmade paper cut-outs, ink or textures, acrylics, pencils, and markers.
8. Written in INK on the back of the poster (not attached) shall be one of the above Classes (I-VII), student name, address, age, and grade of the contestant; name of the Unit and number=\_\_\_\_\_ and Department of Michigan.
9. The poster shall be the work of only one individual.
10. No humorous drawings or slogans shall be used.
11. The label “In Memoriam” from the veteran-made poppy may not be used.
12. Submissions become the property of the American Legion Auxiliary