



Department of Michigan Poppy Guide 2026-2027

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The purpose of the American Legion Auxiliary Poppy Program is to honor & support veterans for their service and sacrifice by promoting and educating all people about 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 importance of its distribution.

Members can: wear poppies; help distribute poppies and poppy items; learn and share the Poppy Story; participate in the Poppy Poster, Poppy Artistic Creations, and other contests; etc.

Units can: order veteran-made ALA poppies from our own Department of Michigan (which helps supplement these Veterans' income. Check w/ Department first regarding their supplies because poppy makers are down from previous years); order poppy kits from Flag & Emblem Sales and assemble them ourselves or even order from other states if need be; 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 (always the Friday before Memorial Day); request a Poppy Day Proclamation from your mayor; etc.

2. Increase Poppy Revenues (so we can honor and support)

Members can: help distribute poppies and solicit donations where permitted; create different fundraising ideas (i.e., canvas painting experience, casino bus trips, bake sales, etc.); take a can and make a plan; etc.

Units can: contact businesses to obtain permission to distribute poppies (and thank them

afterwards); offer other poppy items for donation, like pins, bookmarks; host a variety of Poppy Fundraisers, etc.

3. How Do We Impact?

Members can: report their volunteer hours, monies raised & fundraising 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 the Year-End, so we can collectively convey our impact.

PROGRAM CONTESTS AND AWARDS-DEADLINE AND REQUIREMENT INFORMATION

POPPY POSTER CONTEST (for students in 2nd-12th grades, including Special Needs. (Consider donating poster board and art supplies to the teachers for this project.)

Units should judge and forward 1st Place winner (for each Class) onto their District Chairman by **April 30, 2027**. *(Note-verify with your District Poppy Chair for specifics).

Districts should send 1st Place winner (for each Class), accompanied by a Green Slip, to the Department Chair, Christine Merlington, 17259 Pringle St, Sand Lake, MI 49343, by **May 15, 2027**.

1. Poppy Poster Contest Rules

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

2. There are seven classes:

Department Awards

Class I: Grades 2 & 3

Class IV: Grades 8 & 9

1st Place =\$50.00

Class II: Grades 4 & 5

Class V: Grades 10 & 11

2nd Place=\$25.00

Class III: Grades 6 & 7

Class VI: Grade 12

3rd Place=\$15.00

Class VII: Students with special needs are 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 a special education class due to a lack of facilities.

3. Poppy Poster Requirements

a. 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.)

b. The words “American Legion Auxiliary” must be used in the design of the poster and will not be counted in the 10-word count.

c. Each poster must include a picture of the red Flanders Field poppy(s).

d. The poster shall be on an 11 X 14 poster board. (Drawing paper will not be accepted).

- e. The United States Flag may be used as long as there are no infractions of the flag code.
- f. Posters will be judged using the following criteria = **50%** - poster appeal (layout, message, originality), **40%** - artistic ability (design and color), **10%** - neatness.
- g. Media allowed shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils, and markers.
- h. **Written in ink on the back of the poster shall be the Class (grade), the student's name, address, age, their grade level, and the name of the Department of Michigan.**
- i. Submissions become the property of the American Legion Auxiliary. (*We recommend participants take a picture or scan their poster for their records.
- j. The poster shall be the work of only one individual.
- k. The label "In Memoriam" from the veteran-made poppy may not be used.
- l. **All Poster submissions must have a "COVER PAGE" Completely filled out with each one.** This is included in this guide.

NATIONAL LITTLE MISS POPPY

Department Award 1st Place=\$50.00

Units should send 1st Place entry to their District Chairman by **April 30, 2027**.

Districts should send 1st Place entry, accompanied by a Green Slip, to the Department Chair, Christine Merlington, 17259 Pringle St, Sand Lake, MI 49343, by **May 15, 2027**.

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 during the timespan of May 1 of the current year to April 30 of the following year.
- c. The selection of Little Miss Poppy is at the discretion of the Unit.
- d. For National Little Miss Poppy consideration, there must submit a Little Miss Poppy award electronic application with supporting documentation. All entries due **by 5 pm on June 1, 2027**.

CRITERIA FOR JUDGING LITTLE MISS POPPY ENTIRES

- 1. The memorial poppy must be visible in all promotions and publicity submitted.
- 2. There is no specific dress code or dress color for Little Miss Poppy.
- 3. Promotion of the Poppy Program: What did you share and do?
- 4. Publicity of poppy activities (newspapers, radio/TV, etc.).
- 5. Submitted file must include the following information (both pictures and descriptions):
 - What I learned during my time as Little Miss Poppy?
 - How I shared the story of the poppy with my community?
 - What does the poppy mean to me?
 - What activities did I attend to promote the poppy and its meaning?
 - Age-appropriate originality with considerations for neatness and creativity.
 - Cover page to include member name, Unit name, state, age division, and year. The judging scale should be 1 through 10 for each area of judging for the entire entry.

UNIT AWARDS

Most Outstanding Unit Poppy Program.

What were your Unit's collective Poppy Program efforts from April 1, 2026, through March 2027? 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 to their District Chair by **April 30, 2027** Districts should send their 1st Place entry, accompanied by a Green Slip, to the Department Chair, Christine Merlington, by **May 30, 2027**

Department Awards for 1st, 2nd and 3rd Place will receive a citation from the Department of Michigan. (1st Place forwarded onto the Division Chair).

NATIONAL AWARD

Citation Plaque: Presented to: One Unit in each Division announced by the National Poppy Committee at the pre-convention meetings.

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 describe your use of the poppy throughout the year. and describe your use of the poppy throughout the year.

POPPY AWARENESS DISPLAY CONTEST (Newly Revised-Simply a picture and a paragraph)

Units should encourage their members to help bring awareness about the American Legion Auxiliary Poppy Program and/or The Poppy Story. Junior or Senior members just need to exhibit a Poppy Awareness Display anywhere outside of their Legion Post for 5 or more days and describe it in a paragraph. Members should mail or email their entry to Poppy Committee Chair Christine Merlington, by **April 30, 2027**. Please have your District President or Chair do a Green Slip form.

RULES:

a. The Poppy Awareness Display Contest can be entered by any Senior Auxiliary member and/or Junior Auxiliary and/or Sons of the American Legion member.

b. The display must be exhibited for 5 or more days between **April 2026 and March 2027**. (Allow time to include in Annual Reports). The display can be in a store, school, library, etc., anywhere outside of the Post Home.

c. Each display must feature information about The Poppy Story or ALA Poppy Program and must include the wording "American Legion Auxiliary". (The word "buddy" should not be used.) Your Unit's name and number may also be included.

d. A colored or black and white photo, capturing the Display, should be included, along with 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. 1st Place Senior Member Entry=\$10.00.

2. 1st Place Junior Aux. or SAL Member Entry=\$10.00.

*Special this year, an anonymous donation will add two extra prizes for 2nd & 3rd place in each class.

POPPY ARTISTIC CREATION CONTESTS (for Senior Auxiliary or Junior Auxiliary and SAL Members and Special Needs).

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

Districts should deliver their 1st Place entry, accompanied by a Green Slip, to Department Convention on **Thursday by 3:00 p.m.** for judging, with a Green Slip attached).

Artistic Creation Categories

a. Poppy Centerpiece – the red 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 red 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 red 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 1st Place entry.

POPPY REPORTING

Year-End Reports: Use Auxiliary Reporting Form and add/describe any efforts regarding your Poppy Program. (Too much is better than not enough.) Include how many members, hours, and monies raised, and how it was spent, etc.

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

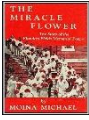
Districts: compile all of your Units' information and efforts. Add or copy other information or narratives also. (Too much info is better than not enough). We are reporting Michigan's impact on the Poppy Program Objectives and Goals.

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 any special fundraisers? Anything special or unique?

Poppy Story Information Resources

WWI Poem:

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



Books: The Miracle Flower by Moina Michigan



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 Committees, then Mission Outreach Committees, click on Poppy. Under Poppy Day Resources, find more Ideas, Bookmarks, Can Labels, Poppy Coloring Book, etc. In Resources, you can access the ALA Handbook or order it through Flag and Emblem sales. Plus our own website: <https://michalaux.org/>

Please use the following pages when presenting this to the schools, it will help the teacher better understand what is needed.

Also please make sure the cover sheets are filled in completely, they are not able to be judged unless they are signed and completed in full.



The American Legion Auxiliary Poppy Poster Contest-Teacher Kit

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** (theme) 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.



Previous poster examples

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 patriotic teacher & activist 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 are defined as: those students in special education classes; a student recommended for special education classes but not admitted due to wait list 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) red 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. We recommend taking a picture of your poster
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POPPY POSTER CONTEST COVER SHEET

Each year, the American Legion Auxiliary (ALA) sponsors a Poppy Poster Contest for students in grades 2-12, including students with special needs. Grade levels are divided into seven classes. One award in each of the seven classes will be presented in each division. Winners will receive \$50 and a \$50 donation in the student's name will be made to the Children of Warriors National Presidents' Scholarship fund. National winners will be posted at www.ALAforVeterans.org after national convention.

Poster Classes:	Class	Grade Level
	I	2 and 3
	II	4 and 5
	III	6 and 7
	IV	8 and 9
	V	10 and 11
	VI	12
	VII	Special Needs

Class competing in: _____

Sponsoring ALA unit: _____

Due date for student to return to ALA unit: _____

To Be Completed by the Student/Parent:

Student Name: _____

Address (Street, City, State, Zip): _____

E-mail Address: _____

Phone: _____

School Name: _____

City/State of School: _____

Auxiliary Use Only (Must be completed for entry to be considered.):

Sponsoring Unit Name/Number: _____ Signature of Unit Poppy Chairman/President: _____

Auxiliary Use Only (Must be completed for entry to be considered.):

Sponsoring Unit Name/Number: _____

Signature of Unit Poppy Chairman/President: _____ Unit

winner due to Department on: _____ Department: _____

Signature of Department Chairman: _____

Department winner due to National Poppy Division Chairman by June 1

Unit winner due to Department on: _____ Department: _____

Signature of Department Chairman: _____