



## Pod— Veteran/Military Support and Advocacy

- Legislative
- National Security
- Poppy
- Veterans Affairs & Rehabilitation

# Poppy

## 2011-2012 American Legion Auxiliary Plan of Action

Purpose: To honor veterans for their service and sacrifice by promoting and educating all people of the Poppy's history and the financial benefit realized by our nation's veterans as a result of its distribution.

### Committee Contact Information

poppy@ALAforVeterans.org



#### **National Chairman**

Name: Krisann Owens  
Department of Oregon  
541-756-2390  
krisannmo@msn.com

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#### **National Vice Chairman**

Name: Tammy Ryberg  
Department of North Dakota  
701-377-2813  
eskimotam@yahoo.com

#### **Committee Member**

Name: Sharon A. Cook  
Department of New Hampshire  
603-532-7021  
mittens3@prodigy.net

#### **Central Division Chairman**

Name: Norma C. Hawkins  
Department of Iowa  
563-238-5921  
lnhawkins@iowatelecom.net

#### **Eastern Division Chairman**

Name: Ruth S. Morgan  
Department of Connecticut  
203-387-2305  
rnw16@hotmail.com

#### **Northwestern Division Chairman**

Name: Gayla Schmid  
Department of Nebraska  
402-538-5275  
ks41001@windstream.net

#### **Southern Division Chairman**

Name: Shirley Lamb Turner  
Department of Mississippi  
662-843-8780  
chasnshirley@aol.com

#### **Western Division Chairman**

Name: Cecilia M. Martinez  
Department of New Mexico  
505-866-1453  
cecelia.martinez@comcast.net

#### **National Headquarters Contact (Program Coordinator)**

Tabitha Rhoda  
8945 N. Meridian Street  
Indianapolis, IN 46260  
Phone: (317) 569-4500  
Fax: (317) 569-4502  
E-Mail: trhoda@ALAforVeterans.org

For examples on how to implement each objective in this Plan, refer to the *How To* component at the end of this section.

# Poppy

## National-level Objectives

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

### Action Steps

- a. Distribute promotional/supplemental poppy materials to include *In Flanders Field* poem, how the monies are used once collected, Poppy Program Media Fact Sheet, Poppy Fact Bookmark, (all found in resource section).
  - b. Work with Unit Public Relations Committee to send PSAs (Public Service Announcements) to newspapers prior to distribution days explaining mission of program and locations of distribution. Sample PSA available on American Legion Auxiliary website.
  - c. Encourage participation in the Poppy Poster Contest in your schools for grades two through 12 and Students with Special Needs.
  - d. Create local coloring or poster contest for children in kindergarten and first grade to prepare them for future Poppy Poster Contest.
  - e. Encourage participation in the Miss Poppy Contest ages 6-12 and 13-18.
2. **Objective:** Increase Unit poppy revenues.

### Action Steps

- a. Encourage and educate all Units and Departments to participate in the Poppy Program for generating funds to be used for veterans.
  - b. Partner with local businesses to gain more distribution opportunities and community awareness.
  - c. Have resource materials on hand during distribution. Resource section and Emblem Sales have available information.
  - d. Utilize media outlets to publicize information about distribution and history of Poppy Program.
  - e. Encourage Departments to allow Units to distribute poppies many times throughout the year.
3. **Objective:** Increase the number of poppy makers in each Department.

### Action Steps

- a. Distribute promotional information on “How to Recruit New Poppy Makers” (found in resource section).
- b. Partner with The American Legion to recruit poppy makers within their post home and Department.

## Programs and Activities

### I. Poppy Poster Contest

1. Units shall sponsor contests in local schools. When schools do not conduct activities, other youth groups—including Junior members—may participate under direct supervision of the Unit.
2. 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

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- Class V Grades 10 -11
- Class VI Grade 12
- Class VII Students with Special Needs defined as:
  - a. Those in special education classes.
  - b. A student recommended for special education classes, but who has not been admitted due to waiting list or various other factors.
  - c. 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

1. Each poster shall have a fitting slogan not to exceed 10 words. Articles “a,” “and,” “an,” “the” are not to be counted as 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 include 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. The poster shall be on 11x14” poster board. (Drawing paper will not be accepted).
6. The United States flag may be used as long as there are no infractions of the flag code.
7. 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
8. Media used shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils and markers.
9. 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.
10. The poster shall be the work of only one individual.
11. No humorous drawings or slogans shall be used.
12. The label “In Memoriam” from the veteran-made poppy may not be used.
13. When the Holy Cross is used, the Star of David also shall be used.

## Judging and Awards

1. Each Department shall establish its own procedure for judging.
2. A citation will be given for the most outstanding poster in each classification within the five Divisions.
3. All entries are due to the Division Chairman by June 1, 2012.
4. The Division Chairman will send the best overall poster from her Division to the *Auxiliary* magazine editor by June 15, 2012, so the photographs of the winning posters can be published. Only one winner from each division will be accepted.
5. While Department and Divisionals 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.

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## II. National & Department Miss Poppy Contest

Two Categories: Little Miss Poppy - Ages 6-12  
Miss Poppy - Ages 13-18

1. Entrant must be between 6-12 years of age or 13-18 years of age and a Junior member of the American Legion Auxiliary.
2. Promotional activity of the Poppy Story must be through The American Legion, the American Legion Auxiliary and the community.
3. Selection of Miss Poppy is at the discretion of the Unit.
4. A narrative report, not to exceed 100 words, on the "Memorial Poppy" must be submitted.
5. Entrant must submit a Miss Poppy Scrapbook (8½ x 11") containing photographs and clippings illustrating how she promoted the American Legion Auxiliary poppy.

Rules for judging Miss Poppy scrapbook entries:

1. Costume (there is no specific dress code or particular dress color for Miss Poppy).
2. Promotion of the Poppy Program.
3. Publicity of poppy activities.
4. Narrative report on "What I have Learned Being Miss Poppy."
5. Memorial Poppy must be visible in all promotion and publicity submitted.
6. Neatness and creativity.
7. Cover page to include member name, Unit name, age Division and year.
8. Judging scale should be 1 through 10 for each area of judging for entire entry.

Little Miss Poppy (6-12) and Miss Poppy (13-18) winners will be invited to appear at National Convention in Minneapolis, MN, immediately following her selection and if she so chooses, will travel at her own expense. Winners of the National Miss Poppy contest will each receive a citation plaque.

Please submit entries to your Department Poppy Chairman. Upon selection of Department winners, please submit the name, address, Unit and Department of the contestant to your national Poppy Divisional Vice Chairman by June 1, 2012. If the Poppy Scrapbook is to be returned, members must include a self-addressed, stamped envelope.

The Divisional Vice Chairman will forward the Divisional winners to the National Vice Chairman by June 15, 2012.

## III. Poppy Usage Contest

The Poppy Usage Contest will be held at the Unit and Department levels only. There will not be a National poppy contest at Awareness Assembly. Departments are responsible for collecting money from Unit contests and will write National Headquarters one check by June 1, 2012. All money raised from poppy contests will be given to the National Veterans Creative Arts Festival, and Departments raising the most money will be recognized in national communications. Please refer to the Poppy Usage Contest How To sheet for more information.

## Poppy Awards

At the Pre-Convention meeting, a gift will be presented by the national Poppy committee to the Unit Chairman in each Division reporting the best poppy program. The report should cover all areas of emphasis and any relevant information involving program activity and

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describing your use of the poppy during the year. The report is to be in narrative format and not exceed 1,000 words. The Department Chairman is to send 1 entry to the Division Chairman by June 1, 2012.

## Resources

1. [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
  2. Related materials can be found under Resources in the Poppy Toolkit at [www.ALAforVeterans.org](http://www.ALAforVeterans.org):
    - a. Poppy Program Media Fact Sheet
    - b. Poppy Fact Bookmark
    - c. *In Flanders Field*/Poppy Story
    - d. Poppy Day Media Release
    - e. Poppy Flyer
    - f. Poppy Poster Template
    - g. How to Recruit New Poppy Makers
    - h. Poppy Day PSA sample
  3. Unit Handbook
  4. Policies and Procedures
  5. National Emblem Sales Catalog <http://emblem.legion.org>
- See program page on [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for additional resources.

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refer to the *How To* component at the end of this section.



**Committee:**

## Poppy

**Submitted by:**

Krisann Owens, National Poppy Chairman

**Contact Information for Questions:**

541-297-1898, krisannmo@msn.com, or your Department Poppy Chairman

**Objective:**

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

**Step-by-Step Instructions:**

- Create a promotion of "Poppy Fields Across America" by encouraging our members to plant poppies in their communities as beautification projects.
- Contact a local nursery or discount retailer to obtain the best prices of red poppy seeds and/or to obtain donations of seed packets.
- Contact local governments to determine best areas for planting.
- Promote planting poppy seeds at all community events including city council meetings, at your post home, and/or at fairs, street markets, craft fairs, etc., or wherever membership is being promoted.
- Recruit TAL, SAL and Juniors as well as student volunteers (as most schools require a certain amount of volunteer hours before a student can graduate) to assist with this project.
- Place a sign in the planted area that notates that the area was planted by the American Legion Auxiliary.
- Unit Public Relations Chairman can partner with local media to publicize information about the Poppy Program and the purpose of the poppy field.



**Committee:**

## Poppy

**Submitted by:**

Krisann Owens, National Poppy Chairman

**Contact Information for Questions:**

541-297-1898, krisannmo@msn.com, or your Department Poppy Chairman

**Objective:**

#2 Increase unit poppy revenues.

**Step-by-Step Instructions:**

- Host a Poppy Day.
- Check with your department on their Poppy Day rules. If they allow only a limited time for distribution, encourage departments that have their standing rules preventing year-long promotions changed to reflect permission for a year-long program.
- If the poppies are available, this shouldn't be a program that operates only during Poppy Days around Memorial Day or Veterans Day; it should continue beyond that short timeframe.
- Ask local businesses for permission to distribute poppies in front their stores. Be aware that permission must be granted for liability reasons; sometimes that needs to come from their corporate offices. Permits may also be required from the city.
- Sign up members as volunteers by posting a sign-up sheet in your Unit or Post home.
- Ask TAL, SAL and Juniors to participate in Poppy Days alongside the ALA.
- Distribute materials from the poppy toolkit available from National Headquarters, including poppy bookmarks, media fact sheets, and have the poem *In Flanders Field* available at all events.
- Utilize local governments to announce distribution of Poppies by obtaining Proclamations declaring "Poppy Days" in your community.
- Unit Public Relations Chairman can create a relationship with local media to publicize information about the distribution and history of the Poppy Program.



**Committee:**

## Poppy

**Submitted by:**

Krisann Owens, National Poppy Chairman

**Contact Information for Questions:**

541-297-1898, krisannmo@msn.com, or your Department Poppy Chairman

**Objective:**

#3 Increase the number of poppy makers in each Department.

**Step-by-Step Instructions:**

- Check with your Department headquarters before soliciting new poppy makers to ensure additional volunteers are needed and you do not infringe on your Department's policies.
- All American Legion Auxiliary poppies are handmade by disabled or hospitalized veterans, so approach staff at facilities that are likely to have these residents, such as VA hospitals, outpatient clinics and state veterans homes.
- Veterans can be recruited by hanging posters in the Volunteer Services Office and on bulletin boards at each VA facility including Community Based Outreach Clinics and veterans homes.
- You may also recruit veterans from your local American Legion Posts or other veteran organizations in your community. Nursing homes and rehabilitation facilities may also have eligible veterans.
- Meet with staff members who instruct creative arts and recreational therapy, such as creative arts therapists, recreational and occupational therapists, or craft care specialists.
- Let all interested facilities know that their veterans will be paid a stipend for each poppy completed.
- Process new veteran poppy makers in accordance to your department's policies.

**Committee:**

## Poppy

**Submitted by:**

Krisann Owens, National Poppy Chairman

**Contact Information for Questions:**

541-297-1898, krisannmo@msn.com, or your Department Poppy Chairman

**Objective:**

Poppy Usage Contest (formerly known as the Poppy Corsage Contest) VA&R #2

**Step-by-Step Instructions:**

- The Poppy Usage Contest will be held at the Unit and Department levels only. There will not be a National poppy contest at Awareness Assembly.
- Rules on the submissions will be at the discretion of the individual Units, with the winners of each Unit contest being sent to the Department Poppy Chairman where an overall winner will be selected.
- Encourage members to get creative with the way they use the poppy.
- Ask members to submit an 8x10" picture of the way they used the poppy.
- Collect pictures early and often.
- After the deadline to submit pictures when all pictures are collected, post them on display boards and open the contest to voting in your Unit home. Be sure NOT to display names with pictures on the display boards. Votes should be based on the use of the poppy, not on whose picture it is.
- Members can vote for their favorite use of the poppy by donating \$1 per vote. All money collected will go the National Veterans Creative Arts Festival. Members should be encouraged to vote multiple times.
- The winning picture gets sent to your Department Poppy Chairman Be sure to let her know how much money you raised (total) and how much the winning picture raised.
- Send all money collected to your Department noting the Poppy Usage Contest.
- DEPARTMENTS: Please submit the one picture that collected the most votes/money from your units to National Headquarters, Attn: Poppy Usage Contest. The picture that brought in the most money from each Division will be highlighted in National communications. Include Department and Unit name, along with members' contact information.
- DEPARTMENTS: Collect all the money from your Units and write National Headquarters one check for the National Veterans Creative Arts Festival. Departments will be recognized for their donations on the National website and in other communications with a highlight on the departments that raised the most in each Division per this contest.
- Deadline: One check to National Headquarters per Department is to be sent by June 1, 2012, for this contest. Be sure to keep track of what units send throughout the year, and let the Poppy National Chairman know your total when you send your check to National Headquarters. National Headquarters will not be keeping track of check amounts to compare with other departments; it is up to departments to let the National Poppy Chairman know the amount submitted for the current year's contest. The National Poppy Chairman will announce the Departments with the highest amount of money collected.
- See Poppy Usage Contest form on the poppy page at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for help.