

POPPY PROGRAM PLANS OF WORK 2006-2007

The Poppy Story tells us about Monia Bele Michael “The Poppy Lady” from Georgia who began distributing poppies to businesspersons, asking them to wear the poppy as a tribute to those who died in battle back in 1918.

Today the Poppy Story continues. Twenty-five million people wear a poppy each year improving the lives of veterans and their families. Contributions are used for active duty hospitalized servicemen and women returning home to await discharge from a service hospital. Poppy donations are also used by Units to support the Creative Arts Festival, Homeless Veterans, supply financial aid to help with housing, education and other daily expenses.

Distributing poppies is a way to say “Thank You” to the men and women who have paid the ultimate sacrifice.

This year the POPPY program will have four areas of emphasis:

- 1. Supporting Veterans as well as returning and hospitalized soldiers.**
- 2. Poppy Distribution and Proceeds**
- 3. Education/Awareness**
- 4. Public Relations/Poppy Promotion**

I. Support our veterans fighting to maintain our freedoms and privileges as American by utilizing proceeds from distributions of the Poppy.

- A. Send active duty troops packages containing poppy related items.
- B. Involve Junior members in this process by making poppy heart cards.
- C. Encourage Units to organize trips to VA facilities to distribute handmade poppy cards.

II. Distribute the poppy throughout our communities and generate donations through such activities.

- A. Place poppy cans in your post and community.
- B. Put wreathes out on holidays with poppies in them.
- C. Make sure to explain what the donations are used for while distributing the poppy. (See related resolutions)
- D. Visit schools and tell the poppy story and emphasize how donations are utilized.

III. INCREASE AWARENESS AND EDUCATION

- **AWARENESS**

Awareness is essential to the growth of the Poppy Program. To create awareness, poppies should be visible 365 days a year. Create a contest in your Units for better awareness. Begin by teaching Unit members how to make a poppy. Then, have a contest at Unit meetings highlighting different uses of poppies such as by making table decorations, corsages or memorial wreaths. Give a prize for the display that best represents the Poppy Story.

Visit your local schools and offer to tell the Poppy Story. Chairs should contact elementary school teachers early in the school year and ask that the poppy poster and coloring contests be part of their curriculum. Give them a list of the rules for the poppy poster contest.

Contact local businesses and churches to ask them to display poppy posters and coloring sheets. Remember all poppy displays should be dignified and show respect for the memorial flower.

- **EDUCATION**

Find new ways to educate your members. Unit Poppy Chairman should teach something new at each unit meeting about poppies. Brainstorm new ways to increase awareness in your community. Remember to share your new ideas with you Department Chairman.

IV. PUBLIC RELATIONS (Poppy Promotion)

The poppy, its story and how the money can be used are great public relations opportunities. Sharing the stories of how poppy funds are spent helps build our image in the community and promotes membership. It also creates awareness of veterans and active duty military awaiting discharge from a service hospital. Again, utilize “The American Legion Auxiliary’s Volunteer Guide to a Successful Poppy Promotion” for ideas and rules. A good public relations campaign might include:

- Create and maintain a relationship with the news media (print, Television and radio to publicize Poppy Distribution.
- Visit community groups and promote the program. Go prepared to tell the story and have poppies to give out.
- Using your web site and local newspapers to tell real stories about how veterans, active duty military and their families have been helped by contributions made from poppies
- Ask your state and local officials to wear a poppy
- **Most importantly --FOLLOW UP!!!**

The Power of the Poppy depends on members doing good PR and getting the word out.

V. POPPY RESOURCES

Unit Handbook pages 79-82, tells what you can use the funds for. Poppy Facts, supplies for Poppy Day, suggested activities and publicity for Poppy Day. You can get this book from Emblem sales. <http://emblem.legion.org>

Volunteer Guide to a Successful Poppy Promotion for \$1.95, Thank you for Caring leaflet for \$5.95, supplies for Poppy Day and Certificates to give out to people who helped make Poppy Day a success. You can get all this from Emblem Sales

“Poppy Preview”

The “Poppy Previews” provides information on how to promote Poppy Days throughout the community. It provides sample news releases, public service announcements and proclamations for local government. Have your Unit create a Poppy Day that is separate from a nation holiday. The “Poppy Preview” is available through your Department Headquarters at no charge.

Poppy Certificates

These certificates can be given in recognition of special services or cooperation in the Poppy Program. They are available through The American Legion Emblem Sales catalog number 333-120 and are \$1.00 each. You may reach Emblem Sales at 888-453-4466 or visit them online at <http://emblem.legion.org>

The Poppy Story/Flanders Field

In Flanders Fields and the Poppy Story are available on the National American Legion Auxiliary website: http://www.legion-aux.org/programs/docs/poppy/poppy_story_flanders.html

POPPY AWARDS AND RECOGNITION

Poppy Corsage Contest

The Poppy Corsage Contest will be part of Mid-Winter this year. Each corsage should have the name of the creators, their Unit and Department. Attendees will cast a vote of \$1.00 per vote and the proceeds will go to the Creative Arts Festival. The top 12 entries will be sent to the Awareness Assembly. The winning corsages will be used at Girls Nation.

Poppy Poster Contest

Participants

1. Units shall sponsor contests in local schools. When schools do not conduct the activities, other youths groups, including Junior members, may participate under direct supervision of the Unit.
2. The contest shall have six classes:
Class I Grade 2 & 3
Class II Grade 4 & 5

Class III	Grade 6 & 7
Class IV	Grade 8 & 9
Class V	Grade 10 – 12
Class VI	Students with a Special Needs as defined here:
	A) Those in a special education classes
	B) A student recommended for special education classes, but who has not been admitted due to waiting list or various other casual 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 ten (10) words. The 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 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 closing date of the Unit Contest shall be in time for the entry to be sent to the Districts Presidents.
6. The poster shall be 12 X18-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 the contestant; the name of the department and the class in which the entry is submitted.
11. The poster shall be the work of 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.

NATIONAL MISS POPPY CONTEST

TWO CATEGORIES -- Ages 6-12 and 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 and 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 one hundred (100) words on the “Memorial Poppy” must be submitted.
5. Entrant must submit a Miss Poppy Scrapbook (8 ½ x 11) containing photographs and clippings illustrating how she promoted the American Legion Auxiliary Poppy.

Rules for judging Miss Poppy scrapbook entries

1. Costume	33 1/3 %
2. Promotion of the Poppy Program	33 1/3 %
3. Publicity of poppy activities	33 1/3 %

Both National Miss Poppy winners will be invited to appear at the National Convention in Reno, NV immediately following her selection at her own expense. The winners of the National Miss Poppy contest will be awarded \$50.00 and a citation. There is no specific dress code for Miss Poppy. Units can use their own ideas and colors, but we suggest you use something that compliments the poppy.

NATIONAL POPPY AWARDS

Unit Poppy Award

An award will be presented to the Unit Chairman in the Southern Division reporting the best poppy program. The report should cover all areas of emphasis, and any relevant information involving program activity and describing your use of the poppy during the year. The report is to be in narrative form and is not to exceed 1,000 words. (As Department Chairman I will forward one entry 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 returns will be made if postage is not included.

The National President’s Award for Excellence

An award will be presented to the Unit with the best overall Poppy Program. Entries must be narrative form not to exceed 1500 words and must include the name of the Department, name and number of the Unit and the name and address of the Unit Chairman. Pictures may be included with your entry. This award will be presented from the convention floor at the 2006 National Convention in Reno, NV. (As Department Chairman, I will forward one entry to the National Poppy Chairman)

Special Award for the best NEW way to distribute Poppies

A special award will be given in the Southern Division for the best NEW way to distribute Poppies. (As Department Chairman I will forward one entry to National Poppy Committee member)

POPPY CONTEST AWARDS 2006-2007

These awards will be given at Department Convention. Please give a copy of the Plans of Work to your Poppy Chairman. Follow all the rules very closely, as the judging of the Poppy entries are based on them. Feel free to call me if you have any questions.

NATIONAL OR DEPARTMENT THEMES MAY BE USED, BUT PLEASE SPECIFY WHICH ONE YOU ARE USING.

Senior Auxiliary Members Entries

1. The Maxine Tidwell Plaque Award: Best overall narrative.
2. Poppy Scrapbook: Certificate
3. Little Miss Poppy: Best overall narrative Certificate
4. Miss Poppy Scrapbook: Certificate
5. Poppy Poster: Certificate
6. Corsages: Certificate
7. Table Arrangements: Certificate
8. Centerpieces: Certificate
9. Memorial Arrangements: Certificate
10. Hats: Certificate
11. Boutonniere: Certificate
12. Unit Poppy Scrapbook: Certificate

Junior Auxiliary Members Entries

1. Corsages: Certificate
2. Memorial Wreaths or Arrangements: Certificate
3. Hats: Certificate
4. Connie Walters Plaque Award: Best overall entry for junior member.

POPPY CONTEST RULES

NOTE: ONLY THE NATIONAL OR DEPARTMENT PRESIDENT'S THEME MAY BE USED. PLEASE SPECIFY WHICH ONE IS USED.

1. All entries must have a picture or pictures of each entry. With each picture, on paper or card, print name, address, unit number, district and division.
2. When bringing entry to display room, you will log in the **POPPY BOOK ONLY.**
3. All entries will be placed by chairman or judge in the correct category. **No one will be allowed to pick up or move any of the displays. To do so will mean disqualification of that entry.**
4. **Please take note: All Junior Auxiliary entries must be made by a Junior. If it looks to be**

made by a senior, it will be disqualified.

**NOTE: ALL ENTRIES MUST BE LOGGED IN BY 3:30 P. M. ON FRIDAY
PROMPTLY AT 4:00 P. M. DOORS WILL BE CLOSED FOR
JUDGING. NO ONE WILL BE ALLOWED IN THE ROOM AT THAT TIME.
NO EXCEPTIONS.**

POPPY CORSAGE -- SENIORS CATEGORY
POPPY CORSAGE JUNIOR CATEGORY
MUST BE MADE BY JUNIOR ONLY

- a. Six (6) poppies or less. Must have one (1) tight or sleeper with current year label.
- b. Ribbon--red, white or blue--one or any combination.
- c. White flower three (3) or less small only. **NOTE: UP TO 2" FLOWERS MAY BE USED THIS YEAR.**
- d. Greenery---**up to four (4) sprigs** small type only. **OPTIONAL**
- e. Regular tulle or cellophane tulle, red, white or blue. Small amount, one or any combination.

Note: PICTURE OR PICTURES MUST ACCOMPANY ENTRY. NO EXCEPTION: On back must have name, address, unit number, district and division

TABLE ARRANGEMENT
SENIORS ONLY
1 TIGHT OR SLEEPER, WITH CURRENT LABEL

- a. Use National or Department President's theme. Specify which one using.
- b. 50 poppies or less
- c. Greenery sixteen (16) sprigs or less. Type optional.
- d. White flowers ten (10) or less. Type optional. Flowers must be small two (2) inches or less. **NO EXCEPTIONS.**
- e. Size---Approximately twelve (12) inches high or less, length---sixteen (16) inches or less, width----approximately eight (8) inches or less.
- f. Container optional
- g. Table arrangements will be judged from **FRONT ONLY.**

NOTE NO EXCEPTIONS ON DIMENSIONS OF FLOWERS. PICTURE OR PICTURES MUST ACCOMPANY ENTRIES. ON BACK PUT NAME, UNIT, DISTRICT AND DIVISION ON IT.

CENTERPIECES
SENIORS ONLY
1 TIGHT OR SLEEPER, WITH CURRENT LABEL

- a. Use National or Department President's theme. Specify which one using.
- b. 50 poppies or less. Regular tulle or new cellophane tulle. Red, white or blue. Ribbon---red, white and blue. Greenery sixteen (16) sprigs or less. Flowers must be two (2) inches or less. **NO EXCEPTIONS**
- c. Container is optional
- d. Centerpieces will be judged by looking at it from **ALL SIDES.**

- e. Twelve (12) inches high, eight (8) inches long, and eight (8) inches wide.
NO EXCEPTIONS

NOTE: PICTURE OR PICTURES MUST ACCOMPANY ENTRY.
NAME, UNIT, DISTRICT AND DIVISION MUST BE ON IT.

MEMORIAL ARRANGEMENTS
SENIORS AND JUNIORS
1 TIGHT OR SLEEPER, WITH CURRENT LABEL

- a. National or Department President's theme. Specify which using.
- b. 50 poppies or less
- c. Flowers and greenery optional. Flowers two (2) inches or less.
- d. Size---approximately twelve (12) inches high or less. Length---approximately twelve (12) inches long or less. Width---ten (10) inches or less.

NOTE Stars, Flags, candles or small figurines may be used. If the HOLLY CROSS is used you must also use the STAR OF DAVID.

HATS
SENIORS ONLY
1 TIGHT OR SLEEPER, WITH CURRENT LABEL

- a. National or Department President's theme. Specify which using
- b. Fifteen (15) poppies or less. Regular or cellophane tulle.
- c. Medium hat, fourteen (14) inch brim to brim, small hats, twelve (12) inch brim to brim.
This due to lack of space.

NOTE PICTURE OR PICTURES MUST ACCOMPANY ENTRY WITH NAME, UNIT DISTRICT AND DIVISION ON IT.

HATS
JUNIORS
1 TIGHT OR SLEEPER, WITH CURRENT LABEL

- a. National or Department President's theme. Specify which using
- b. Five (5) poppies + one (1) sleeper, total six (6) poppies for regular hat. Regular tulle or cellophane tulle, greenery, four (4) sprigs or less. Flowers are to be two (2) inches or less.
NO EXCEPTIONS
- c. Medium hat fourteen (14) inches, small hat twelve (12) inches. May use baseball type caps or visors. If using caps or visors, three poppies + one sleeper, total four (4).
NO EXCEPTIONS

NOTE ALL ENTRIES MUST BE MADE BY JUNIORS. IF THE JUDGES BELIEVE IT HAS BEEN MADE BY SENIORS, THE ENTRY WILL BE DISQUALIFIED.
PICTURE OR PICTURES MUST ACCOMPANY ENTRY. ON

BACK PUT NAME, UNIT, DISTRICT AND DIVISION ON IT.
BOUTONNIERE
SENIORS ONLY
1 TIGHT OR SLEEPER, WITH CURRENT LABEL

- a. One (1) poppy open and one (1) poppy closed. The current label with the label tucked neatly be behind poppy.
- b. Two (2) to four (4) leaves, no longer than three (3) inches. **NO EXCEPTIONS**

NOTE----TIGHT OR SLEEPER REFERS TO POPPIES

Barbara Kundert, Poppy Chairman
bakundert@sbcglobal.net

Pat McAlvain, Division 1	no e-mail listed
Elizabeth Remmert, Division 3	no e-mail listed
Joan Osiek, Division 4	no e-mail listed