

2015-2016 ALA POPPY PLAN OF ACTION

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The Poppy Program will be using the image and story of the Flanders Field poppy to educate people about the history of the Poppy and the sacrifices of our military service members while raising awareness of the Legion Family and link us to our mission.

I. Promote the Poppy Program and increase Poppy Revenue.

Ideas:

Member

- Contact local businesses for permission to distribute poppies on their premises. Confirm that permission has been granted for liability purposes. In some instances, permits may be required.
- Help local schools organize poppy drives and encourage competition. Give a citation or award to the class raising the most money during the drive.
- Wear a Poppy to promote conversation and interest.

Unit

- Educate the community about how funds are collected to help veterans.
- Contact local legislative offices to announce poppy distribution days and request proclamation of declaring poppy days in the community.
- Deliver poppies to local media outlets, along with facts about where and when poppies will be distributed in the community.

Department

- Distribute material and make available to members. Poppy tools are available online at www.ALAforVeterans.org
- Organize a Department Poppy drive with the Legion Family. Encourage all entities to make sure poppy distribution rules are available at Department Headquarters for members.
- Publish material for units in the Department to send to organizations and businesses to foster positive relationships and encourage the owners to promote the Poppy.
- Have Department leaders promote the program by writing letters to community leaders and host a Poppy Making Day. Teach leaders about the Poppy's symbolism and how the Poppy can build positive relationships.

2. Increase the number of poppy makers in your department.

Member

- Set up meetings with therapists at local VA Medical Centers, Community Based Outpatient Clinics or community hospitals to incorporate poppy making into their therapy programs.

Unit

- Distribute promotion information “How to Recruit New Poppy Makers”. Information at the end of the Plan.
- Partner with The American Legion to recruit poppy makers within their post homes and departments.
- Post Information on “how Veterans Can make money by Making Poppies” in local VA homes, medical centers, clinics, nursing homes and other community organizations that house and care for veterans.

Department

- Inform veterans that those enrolled in department poppy production will be paid for each poppy completed, as outlined in department agreement with the facility (if applicable).

3. Reporting

- Mid-Year Narrative reports are due to the Department Poppy Chairman by December 15, 2015.
- Year End Reports are due to the Department Chairman by April 30, 2015.

Please include in your year-end narrative report, the answers to the following questions:

1. Number of poppies or poppy items distributed?
2. Dollars raised from the poppies or poppy items distributed?
3. Number of veterans who made poppies or poppy items for distribution?
4. Total amount paid to veterans who made poppies?

Poppy Poster Contest

- Units should sponsor contests in local schools. If your schools do not conduct activities such as this, then contact other youth groups. Junior members may participate under direct supervision of the unit:
- Class I: Grades 2 and 3
- Class II: Grades 4 and 5
- Class III: Grades 6 and 7
- Class IV: Grades 8 and 9
- Class V: Grades 10 and 11
- Class VI: Grade 12
- Class VIII: Student with special needs defined as:
 1. Those in special education classes
 2. A student recommended for special education class, but on a waiting list because of lack of space.
 3. A child identified as being a special needs child but not in a program because of lack of funding due to lack of facilities.

Poppy Poster Requirements

- Each poster shall have a fitting slogan not to exceed 10 words. Articles such as “a”, “and”, “an”, “the” are not counted as words. The words “buddy” and “buy” cannot be used.

- The words “American Legion Auxiliary” must be used and are not to be counted in the 10 word count.
- Each poster must include the red Flanders Field poppy.
- The Department shall decide the closing date of the unit poppy contest. The poster will be 11 x 14 poster board. Drawing paper will be not allowed.
- The United States flag may be used as long as there are no infractions of the flag code.
- Poster will be judged using the following criteria:
 1. 50% -- Poster appeal (layout, message, originality)
 2. 40% -- Artistic ability (design and color)
 3. 10% -- Neatness
- Media used 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 (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 Unit.
- Submissions become the 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.
- The poster will be the work of one individual.
- The label “In Memoriam” from the veteran-made poppy may not be used.
- When the Holy Cross is used, the Star of David also shall be used.

Poppy Poster Contest Judging and Awards

- Each department shall establish its own procedure for judging.
- A citation will be given for the most outstanding poster in each classification with the five divisions.
- Unit members should follow deadlines and process for the department. All department entries are due to the Division Chairman by June 1, 2016.
- 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.
- Submissions become the 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.

National Miss Poppy Contest

- Two Categories:
 Little Miss Poppy (Ages 6-12)
 Miss Poppy (Ages 13-18)
- Participant must be between 6-12 years of age or 13-18 years of age and be a Junior member in good standing of the American Legion Auxiliary.

- Promotional activity of the Poppy story must be through the American Legion, the American Legion Auxiliary and the community.
- Selection of Miss Poppy is at the discretion of the unit.
- Participant must submit a Miss Poppy scrapbook (8 ½" by 11") containing photographs and clippings illustrating how she promoted the American Legion Auxiliary Poppy. Only those scrapbooks that contact 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.
- Criteria for judging Miss Poppy Scrapbook Entries:
 - a. Costume (there is no specific dress code or particular dress color for Miss Poppy).
 - b. Promotion of the Poppy Program: What did you share and do?
 - c. Publicity of Poppy activities (newspaper, radio/TV, etc.).
 - d. Narrative report on "What I have learned being Miss Poppy".
 - e. 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, age division and year.
 - i. Judging scale should be 1 through 10 for each area of judging for entire entry.
- Little Miss Poppy (age 6-12) and Miss Poppy (age 13-18) winners will be invited to appear at the 2016 National Convention in Cincinnati, Ohio, immediately following her selection and if she so chooses, will travel at her own expense. Winners of the National Miss Poppy contest each will receive a citation plaque.
- Please follow Department guidelines for submitting entries. Department Poppy Chair should submit the name, address, unit and department of the contestant to her national Poppy Vice Chairman by June 1, 2016. If the Poppy scrapbook is to be returned, members must include a self-addressed, stamped envelope. Although every effort will be made to return the scrapbook, accidents do happen so all entrants must allow for that risk.

**POPPY 2015-2016 MID YEAR REPORT
MUST BE POSTMARKED BY DECEMBER 15, 2015**

Mail to: Vickie Jenkins
104 Mill Creek Dr.
Fuquay-Varina, NC 27526
Email to: vickiej@nc.rr.com

1. How many poppies or poppy items did your unit distribute?
2. How much money did your unit raise from the poppies and poppy items distributed?
3. How many veterans made poppies or poppy items for distribution?
(Not applicable for pre-assembled poppies your unit purchased from another source)
4. How much did your unit pay to veterans who made poppies?
5. How many Unit hours were donated to Poppies?
6. How many Unit members donated time?