

POPPY Plan of Action

2014 – 2015

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The Poppy program was designed to promote and educate people about the history of the Poppy, and to make them aware of the sacrifices of our veterans.

1. Promote the Poppy program and increase Poppy revenue.

Ideas:

Department:

Distribute material and make it available to members. Poppy tools are available at ALAforVeterans.org.

Organize a Department Poppy drive with the Legion Family. Encourage The American Legion, Sons of The American Legion, and Junior members to distribute Poppies with Auxiliary members.

Publish materials for units in your department to send to local organizations and businesses to promote a positive relationship and to encourage their owners to promote Poppies.

Have department leaders promote by writing letters to community leaders and hold Poppy Making Day. Teaching your leaders about the Poppy symbolism and how to make the Poppy can build positive relationships.

Unit:

Educate your community about how funds collected help veterans and active duty military.

Contact local legislative offices to announce Poppy distribution days, and request proclamations declaring Poppy Days in your communities.

Members:

Contact local businesses for permission to distribute Poppies on their premises. Make sure you have permission for liability purposes; in some instances, permits are required.

Help local schools organize Poppy drives. Make the drive competitive. Give a citation to the class raising the most money during the Poppy drive.

REPORTING

Mid-Year reports are due to the Department Chairman by **December 10, 2014**.

Year End reports are due to the Department Chairman by **May 1, 2015**.

As part of your year-end narrative report, please include answers to the following questions:

- How did you promote the Poppy program?
- How did you increase Poppy revenue?
- How did you promote the Poppy poster contest?
- How many posters were submitted?
- How did you promote Little Miss Poppy and Miss Poppy?
- How many young girls participated in Little Miss Poppy and Miss Poppy?