

POPPY

Karen Ennis, Chair

111 Huggins Lane, Winterville, NC 28590 252-756-1296

KJWEnnis@aol.com

Ethel Joyner and Mary Norwood – Members

What is this program, and why do we have it?

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.

What can you do?

Promote the Poppy Program and increase poppy revenue.

Ideas: Member

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.

Send a thank you to businesses that allow distribution. Consider using the Poppy Poster thank you cards, available through Emblem Sales, for your communication.

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

Wear a poppy to promote conversation and interest.

Unit

Educate your community about how funds collected help veterans.

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

Deliver poppies to local media outlets (television, newspaper and radio) along with facts about where and when poppies will be distributed in your community. Even if they are not visible “on air”, these people tend to be influencers in the community.

Increase the number of poppy makers in your department.

Poppy Poster Contest

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.

*The contest shall have seven classes:

* Class I: Grades 2 and 3

*Class II: Grades 4 and 5

* Class III: Grades 5 and 6

*Class IV: Grades 8 and 9

*Class V: Grades 10 and 11

*Class VI: Grade 12

* Class VII: Students with special needs defines as:

1. Those in special education classes.

2. A student recommended for special education classes but who has not been admitted due to a waiting list or various other factors.

3. 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 red Flanders Field poppy.

4. The department shall determine the closing date for the unit contest. The poster shall be on 11x14 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:

1. 50% - poster appeal (layout, message, originality)

2. 40% - artistic ability (design and color)

3. 10% - neatness

7. Media used shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils and markers.

8. 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.

9. Submissions become the property of the American Legion Auxiliary. Through submissions of artwork, contestants and their legal guardians grant nonexclusive reproductions and publication rights to the works submitted and agree to have their names and artwork published for commercial use without additional compensation or permission.

10. The poster shall be the work of only one individual.

11. The label "In Memoriam" from the veteran-made poppy may not be used.

12. 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 within the five divisions.

Unit members should follow deadlines and process for the department.

All department adjudicated entries must be sent by the department chairman to her national chairman postmarked by June 1, 2017.

While ALA representation 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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National Miss Poppy Contest

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

Participants must be between 6 and 18 years of age and be a Junior member in good standing of the American Legion Auxiliary.

Promotional activity of the Poppy story must occur through the American Legion, the American Legion Auxiliary and the community.

Selection of Miss Poppy is at the discretion of the unit.

Rules on the National website www.ALAforVeterans.org

Poppy Awards

Unit Awards: Unit Poppy Chairman Award

Type of Award: Citation

Presented to: One unit chairman in each division (5) announced by the National Poppy committee at the pre-convention meeting.

Materials and Guidelines:

Entries must include the award cover sheet located at the end of this program plan.

The entry must be typewritten in narrative form not to exceed 1,000 words.

The report should cover all areas of emphasis and any relevant information involving program activity and describing your use of the poppy throughout the year.

The department chairman is to send one entry to their respective division chairman by June 1, 2017

Additional Resources You Can Use.

ALA Poppy Program Guide: Expanded Ways to use the Poppy Symbol to Raise Funds and Awareness (available for download at www.ALAforVeterans.org) Related materials and information can be found on the Poppy page of www.ALAforVeterans.org under Poppy Toolkit.

Poppy Poster thank you cards, available through Emblem Sales.

American Legion Auxiliary Unit Guide Book.

Poppy seed packets for Poppies Across America can be purchased at America Meadows, www.AmericanMeadows.com 802-951-5812, or at local garden shops.

www.Pinterest.com/ALAforVeterans (in the Poppy board): Instructions on how to make the felt poppy corsage.

For the following how to sheets, visit the Poppy Page at www.ALAforVeterans.org :

How to Recruit New Poppy Makers

How to Increase Unit Poppy Makers

How to be an ALA Poppy Production manager

How to promote Membership Through Poppy