



AMERICAN LEGION AUXILIARY Department of North Carolina Poppy Program Action Plan

Chairman: Mary Alice Ramsey, Chairman
kd4okq@gmail.com
(919) 805-9210

Member: Sylvia Jefferson
sylviajefferson@gmail.com
(252) 572-5934

Member: Pam Schall
alasmithfield132@gmail.com
(919) 989-8449

Greetings!

I am so looking forward to serving as your Department Poppy Chairman. Our program is one of education and remembrance. It is also one of educating our communities about Veterans, their sacrifice, and their continued needs.

Department Contests:

*(All details and deadlines will be posted on Department Website,
Facebook Group for Poppy Program, and emailed to Unit Presidents.)*

- Poppy Poster Contest (winner submitted to National)
Units shall sponsor contests in local schools. When schools do not conduct activities, other youth groups, including Junior members, may participate under the direct supervision of the unit.
- Little Miss Poppy (Ages 6-12) (winner submitted to National)

Unit Contests:

- **Use your own artistic expression to represent poppies! Art, craft, music- poetry. This is for Sr. members- one entry per unit per category. Details coming! (NC only Contest)**
- **Entries must be submitted by 7pm** Friday of Convention 2020

Departmental Awards:

- Certificate to each unit who has collected \$100 through Poppy distribution before Fall Conference. To be eligible, the unit must submit an annual report prior to the Fall Conference. The unit will also be entered into a drawing for \$25. (Note- Poppy Day 2020 counts on this report as it was not part of your year-end last year!)
- Certificate to each unit who has collected \$100 through Poppy distribution before Winter Conference. To be eligible, the unit must submit an annual report prior to the Mid-Winter Conference. The unit will also be entered into a drawing for \$25. (This must be a different Entry than the one that was submitted for Fall Contest)
- Certificate to each unit who has collected \$100 through Poppy distribution before Department Convention. To be eligible, the unit must submit an annual report by the department deadline. For each \$100 raised by your unit on the annual report, you will receive an entry for a prize drawing. (Ex: \$500 = 5 entries) The drawing will be for some Poppy-Themed serving platters/Trays/Dishes for your Unit.
 - * Document with monthly photos of Poppy distributions for an additional entry by posting on Facebook/Twitter with #NCALA100 #NCPoppyProgram. (One entry per event)
 - * Document your monthly distributions on your annual report for one entry per event.

(Poppy program Continued)

- * One entry for each unit who participates in Little Miss Poppy.
- * One entry for each unit who submits an entry in the Poster Contest.
- * One entry for each unit who submits an adult art entry.

What can you do?

1. Promote the Poppy program and increase Poppy revenue – Ideas for Members & Units

- 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. Keep some with you at all times to distribute!
- Educate your community about how funds collected help veterans and their families.
- Contact local legislative offices to announce Poppy distribution days, and request proclamations declaring Poppy Days in your community. (You can find samples on the ALA website!)
- 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.

Celebrate National Poppy Day & educate your community on the meaning & the history of the Poppy.

Ideas: Member

- Search Pinterest.com for ideas of items you could distribute alongside red crepe paper poppies, like Spritz cookies.
- Send a bouquet of poppies and bookmarks to school with your child
- Make a Poppy wreath for the door of your home, office, or school.
- Collect donations at your workplace/hair salon/doctor’s office to donate to the Poppy program.
- Tell your story on Facebook of who your Poppy represents or remembers on National Poppy Day. Don’t forget to tag with #PoppyDay #LegionFamily #NCALA100 #NCPoppyProgram

Ideas: Unit

- Talk to leaders of nearby post and units to make sure key areas in your community are covered, and organize a Poppy distribution at local Memorial Day ceremonies. Make sure to wear your Auxiliary branded apparel.
- Invite a local dignitary to lay a Poppy wreath at a memorial in your community and invite unit members to be present. Consider singing patriotic songs or other ways to involve your unit members.

Don’t forget! We have a Facebook Group and Pinterest Page for Poppy Ideas! Check them out!