



AMERICAN LEGION  
**AUXILIARY**

*Serving veterans, their families and their communities*

# Poppy

National Chairman ~ Vickie Koutz

# Poppy

## Plan of Work: Poppy Committee

**Mission Statement:** The Committee will work to educate the public and our membership of the significance of the Poppy as well as the financial impact of their distribution for our nation's veterans.

## Poppy Committee

### National Chairman

Vickie Koutz  
Department Indiana

### Committee Member

Donna Fueling  
Department of Michigan

### Eastern Division Chairman

Harriet Lemery  
Department of New Hampshire

### Southern Division Chairman

Mary Alice Graham  
Department of Arkansas

### Program Support Manager

Maria Potts  
National Headquarters  
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### National Vice Chairman

Norma Hawkins  
Department of Iowa

### Central Division Chairman

Paulette Anderson  
Department of West Virginia

### Northwestern Division Chairman

Lila Speckels  
Department of South Dakota

### Western Division Chairman

Irene Kim Cohen  
Department of Idaho

### Committee Contact Information:

E-Mail: [poppy@legion-aux.org](mailto:poppy@legion-aux.org)

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## Poppy Committee – Outline

- I. Supporting Veterans and hospitalized soldiers returning home and/or awaiting discharge
- II. Including the American Legion Family
- III. Poppy Production Workers
- IV. Poppy Distribution and Proceeds
- V. Public Relations (Poppy Promotion)
- VI. Poppy Awards and Recognition
  - a. Poppy Corsage Contest
  - b. Poppy Poster Contest Participants
  - c. Miss Poppy Contest
  - d. Unit Poppy Award
  - e. Chairman's Choice Award
- VII. Poppy Resources
- VIII. Annual Report Form

# Poppy

## Poppy Program Goals for 2008-2009

### I. Supporting Veterans and hospitalized soldiers returning home awaiting discharge

**Goal:** Support our veterans by utilizing proceeds from distribution of the Poppy.

**Tactics:**

1. Volunteer at VA facilities with Poppy Workshops.
  - a. Best Practices
    - i. Advise Department Poppy Chairman to inform Unit members about participating in Poppy Workshops.
2. Distribute poppy items such as poppy cards, etc. at VA facilities
  - a. Best Practices
    - i. Organize or host a "Girls Day Out" with other members and visit local VA facilities.
3. Solicit Junior Members to help with parties, activities and the making and distribution of Poppy Cards.
  - a. Best Practices
    - i. Department Poppy Chairmen should include Department Junior Activities Chairmen when enlisting Junior members help with poppies in all capacities.

### II. American Legion Family

**Goal:** To Include The American Legion and The Sons of the American Legion

**Tactics:**

1. Extend an invitation to Legionnaires and SAL members to participate with Auxiliary members in the distribution of poppies in local communities.
  - a. Best Practices
    - i. Include the Legion and Sons of the American Legion in any capacity: from distribution to publicity.

### III. Poppy Production Workers

**Goal:** Recruit and retain Veterans to become Poppy Production Workers.

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## **Tactics:**

1. Encourage disabled and/or recuperating Veterans to make poppies for the American Legion Auxiliary.
  - a. Best Practices
    - i. Communicate to Veterans in your Department know they can earn an income with poppy making by visiting local VA facilities.

## **IV. Poppy Distribution and Proceeds**

**Goal:** Distribute the poppy throughout your communities and generate donations through such activities.

### **Tactics:**

1. Place poppy cans in your community
  - a. Best Practices
    - i. When asking to place poppy cans in businesses, make sure to provide history of the poppy and/or examples for the use of proceeds.
2. Plan a poppy day and include The American Legion and SAL members to help distribute poppies and provide publicity.
  - a. Best Practices
    - i. Prepare and share information (such as the date of distribution) with other members of the Legion Family.
3. Download from website the sheet (4 per page) with explanation of what donations are used for when distributing the poppy. (See related Resolutions)
  - a. Best Practices
    - i. Encourage those without computer access to visit a local library and use their computers, or have a friend download the pages for you.

## **V. Public Relations (Poppy Promotion)**

**Goal:** Make the community aware of the history of the poppy's significance and the purpose of the distribution.

### **Tactics:**

1. Create and maintain a relationship with news media (newspaper, television and radio) to publicize poppy distribution.
  - a. Best Practices
    - i. Visit news media prior to your Poppy Day and distribute materials and poppies.

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2. Visit schools, churches, civic organizations, 4-H groups, etc., to tell the Poppy Story.
  - a. Best Practices
    - i. Share the Poppy Story with anyone who wants to listen, adapting for the appropriate audience.
3. Promote Miss Poppy contests and Poppy poster contests.
  - a. Best Practices
    - i. Distribute information out at local schools about Miss Poppy and Poppy contests.
4. Promote Poppy awareness in your communities.
  - a. Best Practices
    - i. When distributing poppies, include the Poppy Story.

## VI. Poppy Awards and Recognition

### A. Poppy Corsage Contest

The Poppy Corsage Contest will be part of the Awareness Assembly this year. Each Department may submit **only five (5) entries**. Each corsage should have the name of the Creator, their Unit and Department. They should be approximately 3 ½" x 3 ½" and fit in a standard 4" x 4" corsage box.

Attendees pay \$1.00 per vote and the proceeds will go to the Creative Arts Festival. The winning corsages will be used at the 2008-2009 Girls Nation Session.

Cash or Checks made payable to: National Treasurer  
Memo Line: Poppy Corsage Contest

**New Award for Poppy Corsage Contest (See Poppy Awards)**

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## B. Poppy Poster Contest Participants

1. 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.
2. The contest shall have six classes:

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 through 12

Class VI Students with Special Needs as defined:

- a. Those in 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. 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 Department shall determine the closing date of the Unit Contest.
6. The poster shall be 12 x 18 poster board (effective 2004-2005) Administrative year). (**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

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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 class in which the entry is submitted, the name, address, age and grade of the contestant and the name of the Department.
11. The poster shall be the work of only 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.

## C. National Miss Poppy Contest

Two Categories: Little Miss Poppy - Ages 6-12  
Miss Poppy - 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.
6. Department winning entry must be received by **June 20, 2009**. the winner of each age category should be sent to:  
Poppy Vice Chairman – Norma Hawkins.



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## 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% |

Little Miss Poppy (6-12) and Miss Poppy (13-18) winners will be invited to appear at the National Convention in Louisville, KY immediately following her selection and if she so chooses, will travel at her own expense. Winners of the National Miss Poppy contests will be awarded **\$250.00 each**.

Please submit Name, Address, Unit, and Department of the contestant with the winning Department entry.

There is no specific dress code or particular color for Miss Poppy.

## Judging and Awards

1. Each Department shall establish their own procedure for judging.
2. \$25.00 shall be given for the most outstanding poster in each classification within the five Divisions.
3. All entries are due to the Division Chairman by **June 10, 2009**.
4. The Divisional Chairman will send the best overall poster from her Division to the National News Editor so the photographs of the winning posters can be published. **ONLY ONE FROM EACH DIVISION WILL BE ACCEPTED.**

## NATIONAL POPPY AWARDS

### A. Unit Poppy Award

An award will be presented to the Unit Chairman in each division reporting the best poppy program. The report should have a cover sheet with Chairman's name, address, Unit and Department. 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 not exceed 1,000 words. The Department Chairman is to send one (1) entry to the **Division Chairman by June 10, 2009**.

### B. Chairman's Choice Award

There will be a poppy corsage chosen at the Awareness Assembly in Washington D. C. that will be worn by National President, Desi Stoy for a photo op.

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.

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NOTE: The President's Award for Excellence has been eliminated for 2008-2009-  
It is being re-evaluated and may be reintroduced.

## VII. 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 Poppy Day. You can get this book from Emblem Sales.  
<http://www.emblem.legion.org>

National Auxiliary website: The "Thank You For Caring" leaflet describes the history behind Poppy Day, and details the eligibility requirements for membership. It is now available on the website and can be downloaded and printed (4 per page) for distribution, instead of purchasing from Emblem Sales.

Supplies for Poppy Day and Certificates for Recognition to give those who helped make Poppy Days a success, are still available at Emblem Sales.

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## IX. Annual Report Form

### POPPY ANNUAL REPORT FORM

Please complete and forward by June 10, 2009 to: Vickie Koutz, 1410 Wilson Street, Boonville, IN 47601. Please submit a copy of this form to your Divisional Chairman.

Department \_\_\_\_\_ # Units in Department \_\_\_\_\_

Chairman \_\_\_\_\_ # Units Reporting \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

1. Number of Units ordering Poppies in your Department: \_\_\_\_\_
2. Number of Poppies ordered by Units in your Department: \_\_\_\_\_
3. Number of Units increasing Poppy orders over last year: \_\_\_\_\_
4. Number of Units decreasing Poppy orders over last year: \_\_\_\_\_
5. Number of Units sponsoring Poppy Poster Contest: \_\_\_\_\_
6. Number of Certificates of Appreciation presented: \_\_\_\_\_
7. Number of Units that contacted the Media: \_\_\_\_\_
8. Number of Units sending a Poppy to Elected Officials: \_\_\_\_\_
9. Total contributions from Poppy Distribution: \_\_\_\_\_
10. Number of Units selecting Miss Poppy 6-12: \_\_\_\_\_
11. Number of Units selecting Miss Poppy 13-18: \_\_\_\_\_
12. Number of Poppies made by Veterans in your Department: \_\_\_\_\_
13. Amount of money Veterans earned making Poppies in your Department: \_\_\_\_\_
14. Number of facilities in your Department making Poppies: \_\_\_\_\_
15. Number of poppies distributed in your Department: \_\_\_\_\_

Please describe any additional information about your Poppy Program that is new and innovative. Attach an additional sheet if necessary.