

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Poppy

The Poppy Program and the 2014-2019 Centennial Strategic Plan – Using the image and story of the Flanders Field poppy to educate people about the sacrifices of our military service members helps us raise awareness of The Legion Family and link us to our mission in the eyes of the public. (Goal 5)

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**Department of Wisconsin**  
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**Purpose:** To honor veterans for their service and sacrifice by using the image and story of Flanders Field to educate people about the Poppy history, the financial benefit to veterans realized by the distribution. Increase both distribution revenue numbers of poppy makers in this state.

**Department-level Objectives:**

**1. Objective:** Promote / circulate the history of the poppy and significance of its distribution.

**Action Steps:**

- Utilize the Poppy Tool Kit found on the Poppy page of [www.ALAforVeterans.org](http://www.ALAforVeterans.org) to educate members and the community
- Public Relation Chairmen at the Unit, District and Department levels publish Public Service Announcements prior to Unit distribution days. Explain the program mission and distribution locations.
- Encourage Units to provide poppies to local media outlets and businesses leaders in their communities. Ask them to wear the poppy. Include a fact sheet and the distribution locations.
- Encourage Badger Girl and Badger Boy delegates to participate in poppy distributions.
- Help local schools organize poppy drives. Make the drive competitive. Give a citation to the class raising the most money during their poppy drive.
- Encourage the entire American Legion Family to participate in poppy distributions.

**Youth –level Action Steps:**

- Soar the interest of children in kindergarten and first grade with local coloring or poster contests to prepare them for participation in future Poppy Poster contests
- Encourage participation in the Poppy Poster Contest for grades 2 through 12 and students with special needs by providing information to Units ALA functions and on the Department website.
- Encourage participation in Miss Poppy Contests for ages 6-12 and 13-18.

**2. Objective: Increase Unit poppy revenues.**

**Action Steps:**

- Encourage all Units, Counties and Districts to participate in Poppy distributions throughout the year to increase awareness of the year round need to support our veterans.
- Educate local communities about how poppy donations help veterans.
- Encourage Units to have resource materials available during distribution
- Contact local legislative offices to announce poppy distribution days and request proclamations declaring poppy days.
- Encourage partnering with local business to gain more distribution opportunities and community awareness. Contact local businesses for permission to distribute poppies on their premises.
- Send a Poppy Poster thank you care, available through Emblem Sales, to businesses that allow distributions.
- Encourage Posts without Units to participate in Poppy distributions.

### **3. Objective: Increase the number of poppy makers.**

#### **Action Steps:**

- Review and distribute “How to Recruit New Poppy Makers”, information found on the Poppy Page at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Units partner with The American Legion to recruit poppy makers within their post homes.
- Host a “Veterans Making Poppies” event in your community.
- Post information on “How Veterans Can Make Money by Making Poppies” in local VA homes, medical centers, clinics, nursing homes and other organizations that house and care for veterans. Set up meetings with recreational and occupational therapists at local Department of Veterans Affairs medical centers (VAMCs), Community Based Outpatient Clinics (CBOCs) or community hospitals to incorporate poppy-making into their therapy programs.

### **Poppy Awards**

#### **1. Poppy Usage Award:**

- Citations will be presented at the pre-convention district caucuses to three (3) Units submitting the best pictures and narrative report describing how they used the poppy throughout the year.
- Included in this typewritten narrative report, not to exceed 500 words, should be centerpieces, wreaths, corsages and any other media that promotes the use of poppies throughout the year.
- Photos and narrative reports should be sent to the Department Poppy Chairman throughout the year.
- **Deadline- Reports Due to Department chairman May 1, 2017.**

#### **2. Unit Poppy Chairman Award:**

- Citation will be presented at the pre-convention district caucuses to one Unit chairman reporting the best poppy program.
- The narrative must be typewritten in narrative format 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.
- Entries must include the award cover sheet located at the end of this program plan.
- **Deadline- Reports Due to Department chairman May 1, 2017**

#### **3. Poppy Revenue Award:**

- Citation will be awarded at the pre-convention district caucuses to the unit that has reported receiving the greatest percentage increase over last year’s poppy profit.
- To qualify for this award, list poppy profits for 2015-2016 and 2016-2017 in your annual Poppy report.
- **Deadline- Reports due to the Department Chairman - May 1, 2017.**

#### **4. Most Outstanding Overall Poppy Program**

- Citation will be presented to one unit announced by the national Poppy committee at the pre-convention meeting.
- Entries must include the award cover sheet located in at the end of this Plan.

- The entry must be typewritten in narrative format, 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 her respective division chairman (name and address can be found on the first page of this Plan) by June 1, 2017.

### **Poppy Contest:**

#### **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 6 and 7

Class IV: Grades 8 and 9

Class V: Grades 10 and 11

Class VI: Grade 12

Class VII: Students with special needs defined 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 of 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:
  - a. 50% - poster appeal (layout, message, originality)
  - b. 40% - artistic ability (design and color)
  - c. 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 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.
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**

1. Each department shall establish its own procedure for judging.
2. 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.
3. Posters are due to the Department Chairman by May 1, 2017.
4. All department entries are due to the division chairman by June 1, 2017.
5. 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.
6. Submissions become property of the American Legion Auxiliary. Through submission of artwork, contestants and their legal guardians grant nonexclusive 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.

### **Department and National Miss Poppy Contest**

Two categories: Little Miss Poppy (ages 6-12)

Miss Poppy (ages 13-18)

1. Participant must be between 6 and 18 years of age and be a junior member in good standing of the American Legion Auxiliary.
2. Promotional activity of the Poppy story must be through the American Legion, the American Legion Auxiliary and the community.
3. Selection of Miss Poppy is at the discretion of the Unit.
4. For national Miss Poppy consideration, participant must submit a Miss Poppy scrapbook (8-1/2 x 11) containing photographs and clippings illustrating how she promoted the American Legion Auxiliary poppy. Only those scrapbooks that contain 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.

5. 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 (newspapers, 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 number, age division and year.
  - i. Judging scale should be 1 through 10 for each area of judging for entire entry.
  - j. Deadline for entry must be to Department Chairman by May 1, 2017.
6. Winners of the National Miss Poppy contest each will receive a citation plaque.
7. Please follow department guidelines for submitting entries. Department Poppy chairman should submit the name, address, unit and department of the contestant to her national Poppy vice chairman by June 1, 2017. 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 Reporting**

### **Mid-Year Reports**

Mid-year reports reflect the program work of units in the department. Each Unit Poppy Chairman should submit a narrative report to the Department Chairman by **December 5, 2016**.

### **Annual Reports**

Annual reports reflect the program work of units in the department. It is requested that photos of select unit projects accompany these reports. Each Unit Poppy chairman is to submit a narrative report by **April 15, 2017**, to the Department Poppy chairman at her address found on the front page of this Program Plan. Members and units should follow their department’s protocol and deadlines.

### **As part of your narrative report, please include answers to the following questions:**

How did your members promote the Poppy Program?

How did your members increase poppy revenue?

How did your members increase the number of poppy makers in your department?

How did you promote the poppy Poster Contest?

How did you promote the Little Miss and Miss Poppy?

How many girls participated in Little Miss and Miss Poppy?

## 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](http://www.ALAforVeterans.org)).
- Related materials and information can be found on the Poppy page of [www.ALAforVeterans.org](http://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](http://www.AmericanMeadows.com), 802-951-5812, or at a local garden shop.
- [www.Pinterest.com/ALAforVeterans](http://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](http://www.ALAforVeterans.org):
  - How to Recruit New Poppy Makers
  - How to Increase Unit Poppy Revenues
  - How to be an ALA Poppy Production Manager
  - How to Promote Membership Through Poppy



**American Legion Auxiliary  
2016-2017 Dept. Poppy Award Cover Sheet**

*Send completed form to:*  
**Danie Wilson, Poppy Chairman**  
**3003 Wilgus Avenue, Sheboygan, WI 53081**  
**[daniewilson@charter.net](mailto:daniewilson@charter.net) ♦ 920 207 3487**

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: Poppy

Type of Award:            District            Unit

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a District award:**

Name of Department: \_\_\_\_\_

Name of District chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_\_) \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a Unit award.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: (\_\_\_\_\_) \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_