



## **2017-2018 POPPY PROGRAM ACTION PLAN**

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The Poppy Program is part of the 2014 – 2019 Centennial Strategic Plan - Using the Poppy as a symbol and the story of Flanders Field poppy to educate people about the sacrifices that our military service members made, helps us also to raise awareness of the American Legion Family and link us to our mission in the eyes of the public (Goal 5)

### **Department – Level Objectives:**

1. Objective: Promote awareness of the Poppy Program, educate people about the history of the poppy and increase revenue.

#### **Action Steps:**

- Distribute poppies in your community with The American Legion Family, The American Legion, Sons of The American Legion, Riders, and Junior members
- Units, educate your community through local newspapers, unit/post websites, and unit/post Facebook sites, explain the mission of the Poppy Program, and what the collected funds are used for
- Work with Public Relation Chairmen at the Unit, District and Department levels to send Public Service Announcements to newspapers prior to Unit distribution days explaining the mission of the program and locations of distribution
- Send Thank you notes to business that allowed poppy distribution
- Keep Poppies available throughout the year at your post/unit functions to keep awareness of the poppy program
- Distribute poppy coloring sheets to local schools; worksheets available at [www.amlegionauxwi.org](http://www.amlegionauxwi.org) “poppy program”
- Contact local schools early in the school year to ask for their participation in the Poppy Poster Contest for grades (2<sup>nd</sup>) second through (12<sup>th</sup>) twelfth grade, and special needs
- Units, encourage participation in the Miss Poppy Contests for girls ages 6-12 and 13-18

2. Objective: Increase Unit Poppy Revenue

#### **Action Steps:**

- Bring awareness of the Poppy Program to local communities; educate them who makes the poppies and what the donations are used for
- All Units, Counties and Districts distribute poppies multiple times through the year, to help keep awareness that donations support veterans
- Wear a poppy to promote conversation and awareness
- Submit newspaper articles explaining the poppy program throughout the year to local newspapers
- Contact local business for permission to distribute poppies on their premises. Permission is required and a permit maybe necessary
- Encourage and educate Posts without units to participate in poppy distribution
- Wear a poppy to promote conversation and awareness
- Submit newspaper articles explain the poppy program throughout the year to local newspapers

3. Increase the number of poppy makers

**Action Steps:**

- Units partner with the American Legion to recruit poppy makers in their home posts
- Bring Community awareness by hosting a “Veterans Making Poppies” at your home post
- Set up meetings with occupational and recreational therapists a local Department of Veterans Affairs medical centers (VAMC’s), Community Based Outpatient Clinics (CBOCs) or community hospitals to incorporate poppy-making into their therapy programs
- “How to Recruit New Poppy Markers” information can be found on the Poppy Page at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)

**Poppy Awards**

1. **Best Overall Poppy Program:**

Citations will be presented at the State Convention to (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 1000 words, should be photos of items used to promote the use of poppies throughout the year. Photos and narrative reports should be sent to the Department Chairman by **May 1, 2018**. The department chairman is to send one entry to their respective division chairman by June 1, 2018.

Entries for the Most Outstanding Overall Poppy Program national citation must include the award cover sheet, available on line under the Poppy Programs Action Plan on the national website. The entry must be typewritten in narrative format, not to exceed 1000 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. Department chairman is to send one entry to her respective division chairman by June 1, 2018.

2. **Poppy Usage Award:**

Citations will be presented at the pre-convention district caucus to Units describing how they used the poppy throughout the year. Included in this report should be centerpieces, wreaths, corsages and any other media that promotes the use of poppies through the year. Photos and narrative reports should be sent to the Department Poppy Chairman throughout the year. **Deadline May 1, 2018.**

3. **Poppy Revenue Award**

Citation will be awarded at Department Conventions to the unit that has reported receiving the greatest percentage of poppy revenue based on membership numbers (per Dept. of WI ALA Membership report dated May 1, 2018). Deadline- Reports due to the Department Chairman - **May 1, 2018**, included in report is a copy of units Poppy Profit Report.

## **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.
3. Unit members should follow deadlines and process for the department. Posters are due to the Department Chairman by **May 1, 2018**

4. All department entries are due to the division chairman by June 1, 2018
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 occur 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 in her department.  
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, 2018**
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, 2018. 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, 2017**

#### ***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, 2018**, 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.

**Please include answers to the following questions as part of your narrative report:**

- 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**

1. 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)).
2. Related materials and information can be found on the Poppy page of [www.ALAforVeterans.org](http://www.ALAforVeterans.org) under Poppy Toolkit.
3. Poppy Poster thank you cards, available through Emblem Sales
4. *American Legion Auxiliary Unit Guide Book*
5. 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.
6. [www.Pinterest.com/ALAforVeterans](http://www.Pinterest.com/ALAforVeterans) (in the Poppy board): Instructions on how to make the felt poppy corsage.

**National Poppy program contact information:**

Carol Robinson, National Chairman  
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Department of Indiana  
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Email: [billie6025@aol.com](mailto:billie6025@aol.com)

**Committee Contact Information:**

[poppy@ALAforVeterans.org](mailto:poppy@ALAforVeterans.org)

**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  
DEPARTMENT OF WISCONSIN  
2017-2018 Poppy Award Cover Sheet**

Send completed form to:  
Maggie Geiger, Poppy Chairman  
155 Green Bay Road, Cedarburg WI 53012  
Email: [geigermaggie2@gmail.com](mailto:geigermaggie2@gmail.com) ♦ Ph: 262-377-0329

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 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: \_\_\_\_\_