

Poppy Poster Contest

Submitted by Vice Chair Jammie Phillips

Have you started promoting the Poppy Poster Contest? If not, now is the perfect time to get started. Units should work with local schools, Junior Auxiliary Members, and other local youth organizations to promote the Poppy Poster Contest. When working with your community, try thinking outside the box. Reach out to your local library and inquire about collaborating with them to sponsor a Poppy Poster Contest, and don't forget to check with local homeschool organizations.

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 red 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:
 - 50% - poster appeal (layout, message, originality)
 - 40% - artistic ability (design and color)
 - 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.

Important Dates and Deadlines

June 1st 2025 Poppy Posters - Departments should establish a process and deadline. All department entries are due to the division chairman by June 1st. For more information on the Poppy Poster Contest visit

https://member.legion-aux.org/cmsdesk/ALA/media/PDF/Programs/Poppy_Poster_Contest_Rules.pdf

October 9th 8:00 P.M. Est. 1st Quarterly Poppy Committee Meeting
Department Chairmen, Department Presidents, and Department Secretary's are all encouraged to attend. Registration link:
https://legion-aux.formstack.com/forms/poppy_quarterly_meeting_registration

Resources

Poppy Program Guide: The Poppy Program Guide has been updated for 2024 and is available for download from the National Website. https://member.legion-aux.org/cmsdesk/ALA/media/PDF/Guides/ALA_Poppy_Guide.pdf

National Poppy Facebook Group:
Join us on Social Media for additional information and ideas.

Don't forget to answer the questions!
<https://www.facebook.com/groups/ALAPoppy>

Templates: Consider using some of the flyers and templates available on the National Website. This one would be ideal for promoting the Poppy Poster Contest!
https://member.legion-aux.org/CMSDesk/ALA/media/PDF/Templates/ALA_Flyer_Temp-05.pdf