



AMERICAN LEGION AUXILIARY DEPARTMENT OF WISCONSIN

2024-2025 Poppy Program Engagement Plan

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PURPOSE

The Poppy Program is to educate ALA membership and the public on the significance of the poppy and the program's financial benefits for veterans, military, and their families.

DEADLINES/IMPORTANT DATES

- March 15th: Units select one winning Poppy Poster for each class and forward them to the Department Chairman.
- March 15th: (**Department nomination only**) Units select one Little Miss Poppy and forward her nomination to the Department Chairman.
- April 1st: Submit Poppy Award Cover Sheet with narrative for judging as Most Outstanding Unit Poppy Program to the Department Chairman.
- To be considered for a national award, the unit must submit their entry with a National Award Cover sheet to the Department Chairman. The National Award Cover sheet will be posted on the department website (www.amlegionauxwi.org) under the Program Info tab.

GET INVOLVED

1. Promote the Poppy Program and increase revenue.
 - Wear a poppy to promote conversation and interest.
 - Educate the community about how funds collected help veterans, service members, and their families.
 - 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 card available for purchase through Emblem Sales for your communications.
 - Organize a department poppy drive with The American Legion Family. Encourage The American Legion, Sons of the American Legion, Legion Riders, and ALA Junior Members to join in poppy distribution in your communities.
2. Educate your community on the meaning and history of the poppy.
3. Celebrate National Poppy Day (the Friday before Memorial Day).
 - Wear a crepe paper poppy made by Wisconsin Veterans.
 - Distribute poppies.
4. Promote the Poppy Poster Contest among junior members, young Sons of the American Legion, in schools, home-schooled students, churches, and youth organizations.
 - On the back of the poster (not attached), list the class in which the entry is submitted, the name, address, age and grade of the contestant and the name of the Department. Attach a Poppy Poster Cover Sheet posted on the department website.
5. Promote the Little Miss Poppy Contest (ages 6-12)
6. For more ideas, visit the national website.

Resources:

- For suggestions on how to implement this program, please contact the Department Chairman listed at the beginning of this Program Engagement Plan.
- Poppy Coloring Book
- Poppy Program Guide
- Poppy Poster Contest Information and Rules
- Little Miss Poppy Contest Information and Rules
 - If you wish to apply for Department's Little Miss Poppy contest – nomination award form can be accessed from Department's website: <https://www.amlegionauxwi.org/poppyprogram> and is included in the Program Engagement Plan.
 - If you wish to apply for National's Little Miss Poppy contest - nomination award form can be accessed from National's website: <https://member.legion-aux.org/Member/Awards/Little-Miss-Poppy-Contest>
- ALA's Poppy Facebook Group: www.facebook.com/groups/ALAPoppy



POPPY POSTER CONTEST COVER SHEET

Each year, the American Legion Auxiliary (ALA) sponsors a Poppy Poster Contest for students in grades 2-12, including students with special needs. Grade levels are divided into seven classes. One award in each of the seven classes will be presented in each division. Winners will receive \$50 and a \$50 donation in the student's name will be made to the Children of Warriors National Presidents' Scholarship fund. National winners will be posted at www.ALforVeterans.org after national convention.

Poster Classes:

Class	Grade Level
I	2 and 3
II	4 and 5
III	6 and 7
IV	8 and 9
V	10 and 11
VI	12
VII	Students with special needs

IMPORTANT:

On the back of each winning Poppy Poster submitted to Department, print legibly **IN INK** the class in which the entry is submitted; the name, address, age and grade of the contestant and "Department of Wisconsin."

Class competing in: _____

Sponsoring ALA unit: _____

Due date for student to return to ALA unit: _____

➤ To Be Completed by the Student/Parent:

Student Name: _____

Address (Street, City, State, Zip): _____

E-mail Address: _____

Phone: _____

School Name: _____

City/State of School: _____

Parent or Teacher Name: _____

Parent or Teacher Signature: _____

Auxiliary Use Only (Must be completed for entry to be considered):

Sponsoring Unit City location & number: _____

Signature of Unit Poppy Chairman/President: _____

Unit Winner due to Department on March 15, 2025

Department: WI Signature of Department Chairman: _____

Send to: Deanna Farley, W14870 Kimball Lane, Silver Cliff WI 54104

Department winner due to National Americanism Division Chairman by June 1, 2025



Department of Wisconsin
2024-2025 Little Miss Poppy Nomination Form

Submit completed form to:

Deanna Farley, Department Chairman
W14870 Kimball Lane, Silver Cliff WI 54104
farleyofsc@gmail.com • 715-757-3922

Department Nomination form ONLY

Committee sponsoring award: Poppy

Please fill out the information as completely and accurately as possible. Unit award certificates will be completed using the information given on this sheet, so please print legibly.

Submit the Poppy Scrapbook and a narrative describing Little Miss Poppy's activities throughout the year with this completed form to nominate a Little Miss Poppy.

Unit # District # City Location:

Full official unit name:

Unit president/chairman (circle one) name:

Phone number: ALA member ID#:

Email address:

LITTLE MISS POPPY INFORMATION:

Name: ALA member ID#:

Date of Birth: (must be 6-12 years old as of June 1 and a current ALA member)

Parent/Guardian's Name:

Parent/Guardian's Mailing Address:

Parent/Guardian's City, State, Zip Code:

Parent's Phone: Email:

Enclose: [] Poppy Scrapbook [] Narrative describing Little Miss Poppy's activities



**Department of Wisconsin
2024-2025 Poppy Award Cover Sheet for Units**

Send completed form to:

Deanna Farley, Department Chairman
W14870 Kimball Lane, Silver Cliff WI 54104
farleyofsc@gmail.com • 715-757-3922

Committee sponsoring award: **Poppy**

Please fill out the information as completely and accurately as possible. Unit award certificates will be completed using the information given on this sheet, so please print legibly.

Provide the following, including the complete name of your unit, if you are applying for a Unit award at the Department and/or National level:

Unit # _____ District # _____ City Location: _____

Full official unit name: _____

Unit president/chairman (circle one) name: _____

Phone number: _____ ALA member ID#: _____

Email address: _____