



AMERICAN LEGION AUXILIARY • DEPARTMENT OF NORTH DAKOTA

Joan Buske, Department Poppy Chairman – East
Sandra Peterman, Department Poppy Chairman – West

Poppy Program Plan of Action – 2017-2018

As we celebrate Veterans Day in November, many Americans often wear a poppy to honor our military service members. For nearly a century the American Legion Auxiliary poppy has been pinned on jacket lapels, hats, and other clothing items to honor the sacrifices of the men and women who served and died defending our freedom. Our red crepe paper poppy has become synonymous with the American Legion Auxiliary brand. Although the poppy is traditionally distributed and worn around Memorial Day and Veterans Day, there are many ways to wear the poppy year-round and distribute other poppy items to raise funds for the American Legion Auxiliary Poppy Program.

One way that we can make others more aware of the Poppy Program and what the poppy stands for is using the image and story of the Flanders Field poppy to educate 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, which relates to Goal 5 of the 2014-2019 ALA Centennial Strategic Plan.

What can we do? Promote the Poppy program and increase poppy revenue. 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 cards, available through Emblem Sales, for your communication. Help local schools organize poppy drives. Make the drive competitive. Give a citation to the class raising the most money during their poppy drive. Wear a poppy to promote conversation and interest.

Educate your community about how funds collected help veterans. Contact local legislative offices to announce poppy distribution days, and request proclamations declaring Poppy Days in your community. Deliver poppies to local media outlets, (television, newspaper and radio) along with facts about where and when poppies will be distributed in your community. Even if they are not visible “on air,” these people tend to be influencers in the community.

Ideas: Search Pinterest.com for ideas of items you could distribute alongside red crepe paper poppies, like Spritz cookies. Send a bouquet of poppies and bookmarks to school with your child. Make a poppy wreath for the door of your home, office or school. Collect donations at your workplace/hair salon/doctor’s office to donate to the Poppy program. Tell your story on Facebook of who your poppy represents or remembers on National Poppy Day. Don’t forget to tag with #PoppyDay #LegionFamily.

Poppy Reporting: Mid-Year Reports – Mid Year reports reflect the program work of units in the department, and are intended as an opportunity for mid-year correction. Each department Poppy chairman is required to submit a narrative report to the division Poppy chairman, plus copy the National Poppy chairman. We need everyone’s help in order for us to do this. As part of the 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 units promote the Poppy Poster Contest? How do units in your district promote Little Miss Poppy. We need each unit to please submit a report to the Department and they will in turn send your report to either Sandra Petermann or Joan Buske. Thank you in advance for your help by reporting.

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 Poppy Poster 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: Those in special education classes. A student recommended for special education classes but who has not been admitted due to a waiting list or various other factors. 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:

- The poster shall be the work of only one individual.
- The label "In Memoriam" from the veteran-made poppy may not be used.
- 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.
- The words "American Legion Auxiliary" must be used in the design of the poster and will not be counted in the 10-word count.
- Each poster must include a picture of the red Flanders Field poppy.
- The poster shall be on 11 x 14" poster board. (Drawing paper will not be accepted).
- The United State flag may be used, as long as there are no infractions of the flag code.
- The department shall determine the closing date for the unit contest.

Posters will be judged using the following criteria:

- 50% - poster appeal (layout, message, originality)
- 40% - artistic ability (design and color)
- 10% - neatness

Media used shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils and markers.

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.

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.