



## AMERICAN LEGION AUXILIARY • DEPARTMENT OF NORTH DAKOTA

Joan Buske, Department Chaplain 2019-2020

403 South 6<sup>th</sup> St., Oakes, ND 58474-1915

Email: [poppies@ndala.org](mailto:poppies@ndala.org)

### 2021-2022 National Poppy Program

Units are encouraged to sponsor a local Poppy program. If you are looking for more information, visit the National Website at [alaforveterans.org](http://alaforveterans.org). There you will find a treasure trove of material to help you when you are planning a poppy celebration. Order poppies from the Department by filling out a 2022 Poppy Order form and mailing it to the Department Office.

#### Important Dates:

**Department Poppy Poster Contest** - Please send all Unit entries to Joan Buske by deadline below.

- **Deadline: May 1, 2022 – Send your poppy posters to Joan Buske, Department Poppy Chairman at the address listed above.**

**Little Miss Poppy** - Does our unit sponsor a 'Little Miss Poppy' program? If you do, send your entry to:

- **Deadline: May 1, 2022 – Send your poppy posters to Joan Buske, Department Poppy Chairman at the address listed above.**

**National Poppy Day** is the **Friday, May 27, 2022**. This is the Friday before Memorial Day

#### Be creative with your unit's poppy distribution:

- State and citywide proclamations: Ask your local government to declare May 27, 2022, as National Poppy Day in your community. A sample proclamation and request letter have been included in the toolkit and provide language that can be used to help your unit and post garner support from state and local officials.
- Media alert: Announces local poppy making events, poppy distribution, and other activities planned around National Poppy Day. This at-a-glance reminder should be distributed to local media outlets two days prior to an event. List the specifics of where the media can go to learn more about National Poppy Day and interview local members of The American Legion Family.
- Press release: Issued after an event to recap the details and highlights for the media. You should include a picture, if possible. In essence, you do reporters' work for them, increasing the chances of an outlet running the story if all of the details are provided in a clear and organized way.
- Quick facts: A good leave-behind for media following an interview, the quick facts sheet helps ensure that information and facts are accurately reported by the press. It can also be used to provide unit and post members with information, especially for those distributing poppies who may encounter questions from the general public.
- Social media suggestions: Unit and post websites and social media feeds can increase awareness about National Poppy Day to members and followers. Be sure to regularly post information during the weeks leading up to May 27, 2022, and encourage members to share the links with their friends and family. This ensures that your post promotes National Poppy Day outside The American Legion Family. Sample social media posts are included in the toolkit for reference.
- Talking points: The entire American Legion Family is participating in and supporting National Poppy Day. It is very important that everyone communicates a consistent message to the media. Talking points are provided to ensure the campaign provides one clear, united voice that explains how The



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American Legion Family is helping communities show their support for our heroes and servicemembers on National Poppy Day. These talking points should be given to your media spokespeople and localized with details of events in your community.

- Community calendar posting: Many print and web publications announce events in their community bulletin board sections. A sample post and submission instructions have been provided to have your event(s) included on any community calendar. For web publications, event information can be emailed to the website point of contact.
- Logo: The American Legion Family logo and poppy graphic can be found online for download at [poppydayusa.org](http://poppydayusa.org). We encourage you to use these logos on all National Poppy Day communications.

To view the toolkit, visit [poppydayusa.org](http://poppydayusa.org). The American Legion Family created this website for the public and Legion Family entities alike to learn more about National Poppy Day.

### ***Banners and posters***

ALA National Headquarters recently created banners for contactless drive-thru poppy distribution that units and departments can use by downloading them from the national website at [www.ALAforVeterans.org](http://www.ALAforVeterans.org). Two sizes are available: 8 feet by 2 feet and 8 feet by 3 feet.

Poppy posters are also available for use. Sizes are 11 inch by 17 inch and 18 inch by 24 inch. One poster is branded for National Poppy Day, and one includes the *In Flanders Fields* poem.

### ***Website resources***

The ALA national website has a Poppy Day resources tab. Here you will find ideas for alternative items to distribute and a poppy kit. The distribution of the bright red memorial flower to the public is one of the oldest and most widely recognized programs of the American Legion Auxiliary.

There are many items you can distribute in exchange for donations in addition to the traditional crepe paper poppy. Items include a felt poppy, poppy cookies, and a poppy coloring book.

The poppy kit is also available to units, with several items including a donation can label, poppy bookmark, *In Flanders Fields* poem bookmark, Poppy Program certificate, PSA template, Poppy Day news release template, and a sample poppy proclamation.

### ***Social media***

Here's an easy way to communicate the poppy message for everybody – social media. With the simple click of a button, you can share your National Poppy Day plans with all of your followers! You can also request to join the national ALA Poppy Program Facebook group at [www.Facebook.com/groups/ALApoppy](http://www.Facebook.com/groups/ALApoppy). There, you and other American Legion Auxiliary members can share ideas, projects, and information about our Poppy Program!

### ***Poppy spirit***

Be sure to wear your poppy items with pride! Visit American Legion Flag & Emblem sales at [www.Emblem.Legion.org](http://www.Emblem.Legion.org) to view National Poppy Day items such as shirts, pins, poppy kits, donation cans, and more.



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### *It's for kids, too!*

Children can also get involved in spreading the poppy message. Poppy Poster Contests are held in local schools for students in grades two to 12. Also, the Little Miss Poppy Contest is a fun event for Junior Auxiliary members ages 6 to 12 who promote the Auxiliary memorial poppy.

**Honor the fallen and support the living.** This motto has been part of poppy distribution for decades, with proceeds going toward veterans, military, and their families.

### **More creative ways to distribute poppies during the pandemic**

In addition to contactless drive-thru poppy distribution, members got creative last year and tried new things to raise funds. Needing to do something different than your usual poppy distribution because of the pandemic? Borrow one of these ideas!

- Distribute poppy donation cans and jars to businesses. These businesses are given recognition for their support in local newspapers, on social media, and on radio and television.
- Send letters with poppies, poppy bookmarks, and the *In Flanders Fields* poem to your post's Family members requesting donations. Include self-addressed, stamped envelopes for their convenience.
- Make poppy face masks, and label bottles of hand sanitizers with the ALA emblem to raise funds.
- Distribute poppies during drive-up meals held at posts. Consider attaching a poppy and a poppy information sheet to lunch bags.
- Use social media to collect funds. Add donation buttons to your website and Facebook page to encourage members to donate.
- Hold virtual fundraising events through Zoom meetings with unit/department members, auctioning poppy items such as wreaths, hats, cookies, etc. or hold a raffle to increase poppy funds that may have been lost during the pandemic.

### **Sample Poppy Proclamation**

WHEREAS, America is the land of freedom, preserved and protected willingly and freely by citizen soldiers;

WHEREAS, Millions who have answered the call to arms have died on the field of battle;

WHEREAS, A nation at peace must be reminded of the price of war and the debt owed to those who have died in war;

WHEREAS, The red poppy has been designated as a symbol of sacrifice of lives in all wars; and

WHEREAS, The American Legion Auxiliary has pledged to remind America annually of this debt through the distribution of the memorial flower;

THEREFORE, I (full name) (title), of the (city, town, country, state) do hereby proclaim this (date)th day of (month), (year), as POPPY DAY and ask that all citizens pay tribute to those who have made the ultimate sacrifice in the name of freedom by wearing the Memorial Poppy on this day.

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the official seal of (city, town, county, state) this (date) day of (month), (year).