

## American Legion Auxiliary – Poppy Program - Get Involved

**Purpose: The purpose of the Poppy Committee is to educate ALA membership and the public on the significance of the poppy and the program's financial benefit for veterans, military, and their families. *Standing Rules #6, National Committees - Mission Outreach***

### **Ways to Promote the Poppy Program and increase revenue.**

- Wear a poppy to promote conversation and interest.
- Promote the Poppy Poster Contest in your local schools.
- Educate your community about how funds collected help veterans, servicemembers, 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 cards, available for purchase through Emblem Sales, for your communication.
- 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 poppy distributions in your community.

### **Educate your community on the meaning and history of the poppy.**

- Using the image and story of the Flanders Field poppy to educate people about the sacrifices of our military servicemembers helps us raise awareness of the Legion Family and connects us to our mission in the eyes of the public.
- **Promote the ALA Poppy Poster Contest in your local schools and youth groups.**
- Promote the Little Miss Poppy Contest to Juniors in your unit.
- Offer to speak at local civic engagements about the meaning and significance of the poppy and how Poppy Funds help veterans, servicemembers, and their families.

### **Celebrate National Poppy Day – Friday, May 23, 2025**

- Wear a red poppy all day and tell everyone why.
- Distribute poppies to friends, co-workers and family and tell everyone why.
- Tell the story on Facebook of who you are wearing your poppy to remember or support on National Poppy Day®. Don't forget to tag us! #PoppyDay #LegionFamily
- Distribute National Poppy Day material and make it available to members.
- Organize a poppy distribution at local Memorial Day Ceremonies. Make sure to wear your Auxiliary branded apparel to help tell everyone who you are.
- Invite a local dignitary to lay a poppy wreath at a memorial in your community and invite unit members to be present. Consider singing patriotic songs or other ways to involve your unit members.

- Contact local legislative offices to announce poppy distribution days, and request proclamations declaring Poppy Days in your community. (Please see Poppy Day Resources above for more information).
- For more information and resources, visit <https://www.legion-aux.org/National-Poppy-Day>

**Increase the number of poppy makers in your community.**

- Set up meetings with recreational and occupational therapists at local U.S. Department of Veterans Affairs medical centers (VAMCs), Community Based Outpatient Clinics (CBOCs), or community hospitals to incorporate poppy-making into their therapy programs.
- Distribute “How to Recruit New Poppy Makers” promotion information.
- Partner with The American Legion to recruit poppy makers within their post homes and departments.
- Post information on “How Veterans Can Make Money by Making Poppies” in local VA homes, medical centers, clinics, nursing homes, and other community organizations that house and care for veterans.

**Consider using your poppy funds to support one of the American Legion Auxiliary’s partners:**

- Support essential aspects of Honor Flights in your area. For more information, visit <https://www.legion-aux.org/Poppy-Funds>
- Poppy funds may also be used to support food banks coordinated by the Armed Services YMCA. For further information, visit <https://www.legion-aux.org/Poppy-Funds>.