

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Poppy

The Poppy Program and the 2014-2019 Centennial Strategic Plan – Using the image and story of the Flanders Field poppy to educate people 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. (Goal 5)

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## **What is this program, and why do we have it?**

The Poppy Program was designed to promote and educate people about the history of the poppy, and to make them aware of the sacrifices of our veterans.

## **What can you do?**

### **1. Promote the Poppy Program and increase poppy revenue.**

#### **Ideas:**

##### **Member**

- 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.

##### **Unit**

- 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.

##### **Department**

- Distribute material and make it available to members. Poppy tools are available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Organize a department poppy drive with The American Legion Family. Encourage The American Legion, Sons of The American Legion, Riders, and Junior members to make poppy distribution rules that are available at your department headquarters for members.
- Publish material for units in your department to send to organizations and businesses to foster positive relationships and encourage their owners to promote the poppy.
- Have your department leaders promote the Poppy Program by writing letters to community leaders and hold a Poppy Making Day. Teach your leaders about the poppy’s symbolism and how the poppy can build positive relationships. Consider using the Poppy Poster thank you cards, available through Emblem Sales, for your communication.

## **2. Increase the number of poppy makers in your department.**

### **Ideas:**

#### **Member**

- Set up meetings with recreational and occupational therapists at local Department of Veterans Affairs medical centers (VAMCs), Community Based Outpatient Clinics (CBOCs) or community hospitals to incorporate poppy-making into their therapy programs.

#### **Unit**

- Distribute “How to Recruit New Poppy Makers” promotion information. See resource section in this program Plan for 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.

#### **Department**

- Inform veterans that those enrolled in department poppy production will be paid for each poppy completed, as outlined in department agreement with the facility (if applicable).

### **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 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:
  1. Those in special education classes
  2. A student recommended for special education classes but who has not been admitted due to a waiting list or various other factors.
  3. 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:
  - i. 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.
  - ii. The words “American Legion Auxiliary” must be used in the design of the poster and will not be counted in the 10-word count.
  - iii. Each poster must include a picture of the red Flanders Field poppy.

- iv. The department shall determine the closing date for the unit contest. The poster shall be on 11x14” poster board. (Drawing paper will not be accepted).
- v. The United States flag may be used as long as there are no infractions of the flag code.
- vi. Posters will be judged using the following criteria:
  - 1. 50% - poster appeal (layout, message, originality)
  - 2. 40% - artistic ability (design and color)
  - 3. 10% - neatness
- vii. Media used shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils and markers.
- viii. 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.
- viii. 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.
- viiv. The poster shall be the work of only one individual.
- viv. The label “In Memoriam” from the veteran-made poppy may not be used.
- vivi. When the Holy Cross is used, the Star of David also shall be used.

### **Poppy Poster Contest Judging and Awards**

- 1. Each department shall establish its own procedure for judging.
- 2. A citation will be given for the most outstanding poster in each classification within the five divisions.
- 3. Unit members should follow deadlines and process for the department.
- 4. All department adjudicated entries must be sent by the department chairman to her national division chairman postmarked by June 1, 2017. (See addresses located at the front of this program Plan for specific division contact information.)
- 5. While ALA representatives will do their best to return all posters, it is not guaranteed. We recommend participants take a picture or scan their poster for their records.
- 6. Submissions become property of the American Legion Auxiliary. Through submission of artwork, contestants and their legal guardians grant nonexclusive 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.

### **National Miss Poppy Contest**

Two Categories: Little Miss Poppy (Ages 6-12)  
Miss Poppy (Ages 13-18)

- 1. Participant must be between six and 18 years of age and be a Junior member in good standing of the American Legion Auxiliary.
- 2. Promotional activity of the Poppy story must occur through the American Legion, the American Legion Auxiliary and the community.
- 3. Selection of Miss Poppy is at the discretion of the unit.

4. For National Miss Poppy consideration, participant must submit a Miss Poppy scrapbook (8½” x11”) containing photographs and clippings illustrating how she promoted the American Legion Auxiliary poppy in her department. Only those scrapbooks that contain a self-addressed envelope with postage will be returned. Although every effort will be made to return the scrapbook, accidents do happen, so all entrants must allow for that risk.
5. Criteria for judging Miss Poppy Scrapbook entries:
  - a. Costume (there is no specific dress code or particular dress color for Miss Poppy).
  - b. Promotion of the Poppy Program: What did you share and do?
  - c. Publicity of poppy activities (newspapers, radio/TV, etc.).
  - d. Narrative report on “What I Have Learned Being Miss Poppy.”
  - e. Essay on “Memorial Poppy” not to exceed 100 words.
  - f. The memorial poppy must be visible in all promotion and publicity submitted.
  - g. Neatness and creativity.
  - h. Cover page to include member name, unit name, state, age division and year.
  - i. Judging scale should be 1 through 10 for each area of judging for entire entry.
6. Little Miss Poppy (age 6-12) and Miss Poppy (age 13-18) winners will be invited to appear at the 2017 National Convention in Reno, Nevada, immediately following her selection, and if she so chooses, will travel at her own expense. Winners of the National Miss Poppy contest each will receive a citation plaque.
7. Please follow department guidelines for submitting entries. The department Poppy chairman should submit the name, address, unit and department of the contestant to her national Poppy chairman by June 1, 2017. If the Poppy scrapbook is to be returned, members must include a self-addressed, stamped envelope. Although every effort will be made to return the scrapbook, accidents do happen so all entrants must allow for that risk.

## **Poppy Reporting**

### Mid-Year Reports

Mid-year reports reflect the program work of units in the department. Each department Poppy chairman should submit a narrative report by **January 5, 2017**, to the division Poppy Chairman, and copy the national Poppy chairman.

### Annual Reports

Annual reports reflect the program work of units in the department. It is requested that photos of select unit projects accompany these reports. Each department Poppy chairman is required to submit a narrative report by **May 15, 2017**, to the division Poppy chairman at her address, found on the front of this program Plan, plus copy the national Poppy chairman. Members and units should follow their department’s protocol and deadlines.

### **As part of your 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 your members increase the number of poppy makers in your department?

- How did units promote the Poppy Poster Contest?
- How do units in your department promote Little Miss and Miss Poppy?

### **Poppy Awards**

**Unit Awards:** Unit Poppy Chairman Award

**Type of Award:** Citation

**Presented to:** One unit chairman in each division (5) announced by the national Poppy committee at the pre-convention meeting.

**Materials and Guidelines:**

- Entries must include the award cover sheet located at the end of this program Plan.
- The entry must be typewritten in narrative format not to exceed 1,000 words.
- The report should cover all areas of emphasis and any relevant information involving program activity and describing your use of the poppy throughout the year.
- The department chairman is to send one entry to their respective division chairman (name and address can be found on the first page of this program Plan) by June 1, 2017.

**Department Award:** Most Outstanding Overall Poppy Program

**Type of Award:** Citation

**Presented to:** One unit announced by the national Poppy committee at the pre-convention meeting.

**Materials and Guidelines:**

- Entries must include the award cover sheet located in at the end of this Plan.
- The entry must be typewritten in narrative format, not to exceed 1,000 words.
- The report should cover all areas of emphasis and any relevant information involving program activity and describing your use of the poppy throughout the year.
- The department chairman is to send one entry to her respective division chairman (name and address can be found on the first page of this Plan) by June 1, 2017.

### **Additional Resources You Can Use**

1. *ALA Poppy Program Guide: Expanded Ways to Use the Poppy Symbol to Raise Funds and Awareness* (available for download at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)). Related materials and information can be found on the Poppy page of [www.ALAforVeterans.org](http://www.ALAforVeterans.org) under Poppy Toolkit.
2. Poppy Poster thank you cards, available through Emblem Sales.
3. *American Legion Auxiliary Unit Guide Book*
4. Poppy seed packets for Poppies Across America can be purchased at America Meadows, [www.AmericanMeadows.com](http://www.AmericanMeadows.com), 802-951-5812, or at a local garden shop.
5. [www.Pinterest.com/ALAforVeterans](http://www.Pinterest.com/ALAforVeterans) (in the Poppy board): Instructions on how to make the felt poppy corsage.
6. For the following how to sheets, visit the Poppy Page at [www.ALAforVeterans.org](http://www.ALAforVeterans.org):
  - How to Recruit New Poppy Makers
  - How to Increase Unit Poppy Revenues
  - How to be an ALA Poppy Production Manager
  - How to Promote Membership Through Poppy



## American Legion Auxiliary 2016-2017 National Award Cover Sheet

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: \_\_\_\_\_

Type of Award:         Department         Unit         Member

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a department award:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_\_) \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a unit award.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: (\_\_\_\_\_) \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please complete the following if you are applying for a member award.** Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_\_) \_\_\_\_\_

Nominator's Email address: \_\_\_\_\_

*Please see your committee Plan of Action to determine where to send this form.*