

Poppy

2010-2011 National President's Theme: The Power of One

Plan of Action: Poppy Committee

Purpose: To honor veterans for their service and sacrifice by promoting and educating all people of the Poppy's history and the financial benefit realized by our nation's veterans as a result of its distribution.

Committee Contact Information

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National Chairman

Name: Martha Corriher
Department of North Carolina

National Vice Chairman

Name: Gayle Simpson
Department of Texas

Committee Member

Name: Dianne McClung
Department of West Virginia

Central Division Chairman

Name: Julie Moore
Department of Illinois

Eastern Division Chairman

Name: Lois Hubbard
Department of Maine

Northwestern Division Chairman

Name: Marlyn Damson
Department of Montana

Southern Division Chairman

Name: Beverly Waller
Department of North Carolina

Western Division Chairman

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Department of New Mexico

National Headquarters Contact (Program Coordinator)

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National-level Objectives

1. **Objective:** Promote/circulate the history of the poppy and significance of its distribution.

Action Steps

- a. Distribute promotional/supplemental poppy materials to include *In Flanders Field* poem, how the monies are used once collected, Poppy Program Media Fact Sheet, Poppy Fact Bookmark, How to Maximize Your Contributions page (all found in resource section).
- b. Work with Unit Public Relations Committee to send PSAs (Public Service Announcements) to newspapers prior to Memorial Day distribution explaining mission of program and locations of distribution. Sample PSA available on American Legion Auxiliary website.
- c. Encourage participation in the Poppy Poster Contest in your schools for grades two through 12 and Students with Special Needs.
- d. Create local coloring or poster contest for children in kindergarten and first grade to prepare them for future Poppy Poster Contest.
- e. Encourage participation in the Miss Poppy Contest ages 6-12 and 13-18.

2. **Objective:** Increase Unit poppy revenues.

Action Steps

- a. Encourage and educate all Units and Departments to participate in the Poppy Program for generating funds to be used for veterans.
- b. Partner with local businesses to gain more distribution opportunities and community awareness.
- c. Have resource materials on hand during distribution. Resource section and Emblem Sales have available information.
- d. Utilize media outlets to publicize information about distribution and history of Poppy Program.
- e. Encourage Departments to allow Units to distribute poppies many times throughout the year.

3. **Objective:** Increase the number of poppy makers in each Department.

Action Steps

- a. Distribute promotional information on “How to Recruit New Poppy Makers” (found in resource section).
- b. Partner with The American Legion to recruit poppy makers within their post home and Department.

Programs and Activities

I. Poppy Poster Contest

1. 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.
2. The contest shall have seven classes:

- Class I Grades 2 and 3

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- Class II Grades 4 and 5
- Class III Grades 6 and 7
- Class IV Grades 8 and 9
- Class V Grades 10 -11
- Class VI Grade 12
- Class VII Students with Special Needs defined as:
 - a. Those in special education classes.
 - b. A student recommended for special education classes, but who has not been admitted due to waiting list or various other factors.
 - c. 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

1. 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.
2. The words “American Legion Auxiliary” must be used in the design of the poster and will not be counted in the 10-word count.
3. Each poster must include a picture of the Flanders Poppy in the correct color (four red petals with a center of green and black).
4. The poppy shall have four petals and no leaves.
5. The Department shall determine the closing date of the Unit contest. The poster shall be on 11x14” poster board. (Drawing paper will not be accepted).
6. The United States flag may be used as long as there are no infractions of the flag code.
7. Posters will be judged using the following criteria:
 - a. 50% -- poster appeal (layout, message, originality)
 - b. 40% -- artistic ability (design and color)
 - c. 10% -- neatness
8. Media used shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils and markers.
9. 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.
10. The poster shall be the work of only one individual.
11. No humorous drawings or slogans shall be used.
12. The label “In Memoriam” from the veteran-made poppy may not be used.
13. When the Holy Cross is used, the Star of David also shall be used.

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. All entries are due to the Division Chairman by June 1, 2011.
4. The Division Chairman will send the best overall poster from her Division to the *Auxiliary* magazine editor by June 15, 2011, so the photographs of the winning posters can be published. **ONLY ONE winner from each category from EACH DIVISION WILL BE ACCEPTED.**

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II. National & Department Miss Poppy Contest

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

1. Entrant must be between 6-12 years of age or 13-18 years of age and a Junior member of the American Legion Auxiliary.
2. Promotional activity of the Poppy Story must be through The American Legion, the American Legion Auxiliary and the community.
3. Selection of Miss Poppy is at the discretion of the Unit.
4. A narrative report, not to exceed 100 words, on the "Memorial Poppy" must be submitted.
5. Entrant must submit a Miss Poppy Scrapbook (8½ x 11") containing photographs and clippings illustrating how she promoted the American Legion Auxiliary poppy.

Rules for judging Miss Poppy scrapbook entries:

1. Costume (there is no specific dress code or particular dress color for Miss Poppy).
2. Promotion of the Poppy Program.
3. Publicity of poppy activities.
4. Narrative report on "What I have Learned Being Miss Poppy."
5. Memorial Poppy must be visible in all promotion and publicity submitted.
6. Neatness and creativity.
7. Cover page to include member name, Unit name, age Division and year.
8. Judging scale should be 1 through 10 for each area of judging for entire entry.

Little Miss Poppy (6-12) and Miss Poppy (13-18) winners will be invited to appear at National Convention in Minneapolis, MN, immediately following her selection and if she so chooses, will travel at her own expense. Winners of the National Miss Poppy contest will each receive a citation plaque.

Please submit entries to your Department Poppy Chairman. Upon selection of Department winners, please submit the name, address, Unit and Department of the contestant to your national Poppy Divisional Vice Chairman by June 1, 2011.

The Divisional Vice Chairman will forward the Divisional winners to the National Vice Chairman, Gayle Simpson, at PO Box 657, Crowell, TX 7922, by June 30, 2011.

III. Poppy Usage Contest

The Poppy Usage Contest will be part of the Awareness Assembly this year. **Voting and judging will be by photo submission.** Each Department may submit only 5 entries of creative designs. The entries are designs of your choosing using official ALA poppies and may be of the following nature: wreaths, centerpieces, corsage, tray favors, etc. An 8x10" color photo should be mailed to the National Poppy Chairman from any member wishing to compete in contest no later than February 15, 2011. Please include on the back of the entry the following: member name and address, Unit name and number and Department name. All submissions will be displayed in the meeting room at Awareness Assembly prior to each session, during and after for voting purposes.

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There will be two categories for winners. The Department making the largest contribution will receive a citation award and the second category will be based on the photo entry of poppy usage judging based on the following: creativity, neatness, use of official ALA poppies, and community exposure. Votes cast are \$1.00 per vote with the winner being determined during Awareness Assembly (Department contributions will not count toward this award). The winner of the photo Poppy Usage Contest will be published in *Auxiliary* magazine. All proceeds will go toward the National Veterans Creative Arts Festival.

Cash or checks may be made payable to National Treasurer. Memo line: Poppy Usage Contest

Poppy Awards

At the Pre-Convention meeting, a gift will be presented by the national Poppy committee to the Unit Chairman in each Division reporting the best poppy program. The report should cover all areas of emphasis and any relevant information involving program activity and describing your use of the poppy during the year. The report is to be in narrative format and not exceed 1,000 words. The Department Chairman is to send 1 entry to the Division Chairman by June 1, 2011.

Resources

1. www.legion-aux.org
2. Related materials can be found under Resources at www.legion-aux.org:
 - a. Poppy Program Media Fact Sheet
 - b. Poppy Fact Bookmark
 - c. *In Flanders Field*/Poppy Story
 - d. How monies are used once collected
 - e. How to Maximize Your Poppy Contribution
 - f. How to Recruit New Poppy Makers
3. Unit Handbook
4. Policies and Procedures
5. National Emblem Sales Catalog

See program page on www.legion-aux.org for additional resources.