

**DEPARTMENT OF FLORIDA  
POPPY PROGRAM ACTION PLAN  
2016-2017**

The purpose is to honor our veterans for their service and sacrifice. When we promote poppies, we are educating our communities on the history of poppies, and giving the public an opportunity each year to pay tribute to all veterans, by wearing a poppy, and making them aware of the sacrifices of our veterans. “Navigating The Way For Our Veterans and Their Families.” There are 1.8 million veterans age 35 and younger. There are 3.5 million veterans with a service-connected disability. In 2012, there were a record high number of veteran suicides, and the suicide rate among active duty has increased by 15 percent in the last two years.

**One veteran commits suicide every 80 minutes.** Their lives have been changed forever by their service to our country, and like all veterans, we owe them a debt of gratitude in making sure that we remember.

What can you do to promote the Poppy program? Contact local businesses for permission to distribute poppies on their premises. Help local schools organize poppy drives. Educate your communities about how funds collected help veterans. Contact local legislative offices to announce poppy distribution days, and request proclamations declaring poppy days in your community.

In 2013 there was an Amended Poppy Resolution, two changes I would like to remind you of:

- Anyone can make poppies with preference going to veterans.
- Poppy funds can be used to benefit both veterans and active military and their families.
- National is pushing each Department to solicit poppy makers. I understand that we need more Poppy Makers in the State of Florida. However, the preference goes to our veterans, if you are interested in trying to work this program, check out State Hospitals within your area, Nursing Homes, and even your home post.

More information can be found on the National Website: On the Poppy Page under Poppy Tool Kit. If you work this program, **remember**, it must go through, and be accepted by, the Department of Florida Auxiliary.

- Poppies distributed shall be limited to two (2) times during the Auxiliary year. Memorial Day and Veteran's Day are deemed to be the normal Poppy Distribution time; however, if another distribution date is desired, you must get permission from the Department President.
- Poppy orders must be ordered from Department 90 days prior to distribution. The Unit must remit 25 percent of the net proceeds to Department within 30 days (see Unit Guide for complete rules).

If you leave a Poppy can out on the bar throughout the year, **you must get permission from the Department President.**

**Department Award:  
Poppy Poster Contest**

Units shall sponsor contests in local schools. Other youth groups (Girls/Boy Scouts, Girls/Boys Club) and do not forget about our own Junior members and Sons of The American Legion—may participate under direct supervision of the Unit.

The contest has seven classes for poster entries:

Class 1: Grades 2 and 3

Class 2: Grades 4 and 5

Class 3: Grades 6 and 7

Class 4: Grades 8 and 9

Class 5: Grades 10 and 11

Class 6: Grades 12

Class 7: Students with special needs (Please see Unit Guide definition of special needs.)

**AWARDS**

A certificate will be given for the best poster in each class. **All entries are due to the Department Chairman by April 15, 2017. Please refer to the Unit Guide and follow each rule completely.**

**National Awards:**

**Poppy Poster Contest:** National Contest is the same as Department Poster Contest. Please follow your unit guide rules.

**National Poppy Poster Contest**

Units shall sponsor contests in local schools. Other youth groups (Girls/Boy Scouts, ROTC, YMCA, Girls/Boys Club) and do not forget about our own Junior members and Sons of The American Legion—may participate under direct supervision of the Unit.

The contest has seven classes for poster entries:

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Class 2: Grades 4 and 5

Class 3: Grades 6 and 7

Class 4: Grades 8 and 9

Class 5: Grades 10 and 11

Class 6: Grades 12

Class 7: Students with special needs. (Please see Unit Guide definition of special needs.)

## **Poppy Poster Requirements**

- 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 an 11x4 poster board. (Drawing paper will not be accepted).
- The United States flag may be used as long as there are no infractions of the flag code.
- 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 cut-outs, ink or textures, acrylics, pencils and markers.
- Written in ink on the back of the posters (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.
- The poster shall be the work of only one individual.
- No humorous drawings or slogans shall be used.
- The label “In Memoriam” from the veteran-made poppy may not be used.
- When the Holy Cross is used, the Star of David also shall be used.

**All entries are due to the Department Chairman by April 15, 2017.**

**Department Poppy Chairman:**

Charlotte Bass  
3014 Diamond Lane  
St. Cloud, FL. 34772  
407-738-3356  
[poppy@alaf.org](mailto:poppy@alaf.org)

**Poppy Committee: Paula Fox**

## National Miss Poppy Contests

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. Participant must submit a Miss Poppy Scrapbook (8 ½ x 11) containing photographs and clippings illustrating how she promoted the American Legion Auxiliary Poppy.  
**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.**

### Criteria for judging Miss Poppy Scrapbook entries:

- Picture(s) of costumes. (There is no specific dress code or particular dress color for Miss Poppy).
- Activity promoting the Poppy Program. What did you share and do?
- Publicity of poppy activities (newspaper, TV/ Radio, etc.)
- Brief narrative on **"What have I learned being Miss Poppy?"**
- Narrative on **"Memorial Poppy,"** not to exceed 100 words
- Memorial Poppy must be visible in all promotion and publicity submitted.
- Neatness and creativity.
- Cover page to include the Junior member's name, unit name, age division and year.
- Judging scale should be 1 through 10 for each area of judging for entire entry.
- Little Miss Poppy (age 6-12) and Miss Poppy (age 13-18) winners will be invited to appear at the 2017 National Convention in Cincinnati, Ohio, immediately following her selection and, if she so chooses, will travel at her own expense. Winner(s) of the National Miss Poppy contest each will receive a citation plaque. See National Plans of Action, [www.alaforveterans.org](http://www.alaforveterans.org)

### **All entries are due to the Department Chairman by April 15<sup>th</sup>, 2017.**

The Department selection for Miss Poppy Contest will be forwarded to National for consideration of a National award. Please follow all guidelines in the Program Action Plan.

### **REPORTS:**

#### **Mid-Year Report:**

Unit Chairman should submit a narrative report to their District Poppy Chairman by December 1, 2016.

District Chairman should submit a narrative report by December 15, 2016 to the Department Chairman.

#### **End of the year report:**

Unit Chairman should submit a narrative report to their District Poppy Chairman by April 1, 2017. District Chairman should submit a narrative report to me, your Department Chairman, by April 15, 2017.

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

- *ALA Poppy Program Guide: Expanded Ways to Use the Poppy Symbol to Raise Funds and Awareness* (available for download at [ALAForVeterans.org](http://ALAForVeterans.org)). Related materials and information can be found on the Poppy page available for download at [ALAForVeterans.org](http://ALAForVeterans.org) under Poppy toolkit.
- Poppy Poster thank you cards are available through Emblem Sales.
- *American Legion Auxiliary Unit Guide Book*.
- [www.Pinterest.com/ALAForVeterans](http://www.Pinterest.com/ALAForVeterans) (In the Poppy Board): Instructions on how to make felt poppy corsage.
- For the following “how to sheets”, 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 Poppies.
- Children’s Books: *Where Poppies Grow*, Linda Granfield; *Ava’s Poppy*, Marcus Pfister; *In Flanders Fields*, Linda Granfield; *The Poppy Lady*, Barbara Elizabeth Walsh.

**American Legion Auxiliary  
Unit Mid-Year Poppy Report  
2016-2017**

Unit Name & Number: \_\_\_\_\_ District: \_\_\_\_\_  
Chairman's Name: \_\_\_\_\_  
Address: \_\_\_\_\_ Phone # \_\_\_\_\_  
Hours Volunteered: \_\_\_\_\_  
Dollars spent: \$ \_\_\_\_\_  
Number of Poppies purchased for distribution: \_\_\_\_\_  
Dollars raised from the Poppies distributed: \$ \_\_\_\_\_  
Did your Unit increase Poppy order over last year? Yes \_\_\_ No \_\_\_  
How did you increase Poppy revenue? \_\_\_\_\_  
How did the unit promote the Poppy Program? \_\_\_\_\_  
Did your Unit sponsor a Poppy Poster Contest? Yes \_\_\_ No \_\_\_  
How Many Posters were submitted? \_\_\_\_\_  
How did the Unit promote the Poppy Posters Contest? \_\_\_\_\_  
Did your Unit send a Poppy to Elected Officials? Yes \_\_\_ No \_\_\_  
Did your Unit select a Little Miss Poppy 6-12? Yes \_\_\_ No \_\_\_  
Did your Unit select a Miss Poppy 13-18? Yes \_\_\_ No \_\_\_  
How many young girls participated in Little Miss and Miss Poppy? \_\_\_\_\_  
How did you promote Little Miss and Miss Poppy? \_\_\_\_\_  
Number of Poppies distributed by your Unit: \_\_\_\_\_

**Unit Chairman: Please send your mid-year report to your District Chairman by December 1, 2016.**

**American Legion Auxiliary  
Unit Year-End Poppy Report  
2016-2017**

Unit Name & Number: \_\_\_\_\_ District: \_\_\_\_\_  
Chairman's Name: \_\_\_\_\_  
Address: \_\_\_\_\_ Phone # \_\_\_\_\_  
Hours Volunteered: \_\_\_\_\_  
Dollars spent: \$ \_\_\_\_\_  
Number of Poppies purchased for distribution: \_\_\_\_\_  
Dollars raised from the Poppies distributed: \$ \_\_\_\_\_  
Did your Unit increase Poppy order over last year? Yes \_\_\_ No \_\_\_  
How did you increase Poppy revenue? \_\_\_\_\_  
How did the unit promote the Poppy Program? \_\_\_\_\_  
Did your Unit sponsor a Poppy Poster Contest? Yes \_\_\_ No \_\_\_  
How Many Posters were submitted? \_\_\_\_\_  
How did the Unit promote the Poppy Posters Contest? \_\_\_\_\_  
Did your Unit send a Poppy to Elected Officials? Yes \_\_\_ No \_\_\_  
Did your Unit select a Little Miss Poppy 6-12? Yes \_\_\_ No \_\_\_  
Did your Unit select a Miss Poppy 13-18? Yes \_\_\_ No \_\_\_  
How many young girls participated in Little Miss and Miss Poppy? \_\_\_\_\_  
How did you promote Little Miss and Miss Poppy? \_\_\_\_\_  
Number of Poppies distributed by your Unit: \_\_\_\_\_  
Total amount spent for poppies during the year; including amounts submitted to Department?  
\_\_\_\_\_

**This year-end report is due on April 1, 2017 to your District Poppy Chairman.**

**\*\*\*\*This Page is for District Chairman's use only. Units are to use Unit Report Page to send to District Chairman. \*\*\*\***

**District Mid-Year Poppy Report  
2016-2017**

District Number: \_\_\_\_\_ Number of Units Reporting: \_\_\_\_\_  
Chairman's Name: \_\_\_\_\_  
Address: \_\_\_\_\_ Phone # \_\_\_\_\_  
Hours Volunteered: \_\_\_\_\_  
Dollars spent: \$ \_\_\_\_\_  
Number of Poppies purchased for distribution: \_\_\_\_\_  
Dollars raised from the Poppies distributed: \$ \_\_\_\_\_  
Did Units increase Poppy orders over last year? Yes \_\_\_ No \_\_\_ How many Units? \_\_\_\_\_  
How did Units increase Poppy revenue? \_\_\_\_\_  
How did Units promote the Poppy Program? \_\_\_\_\_  
Did the Units sponsor a Poppy Poster Contest? Yes \_\_\_ No \_\_\_ How many Units? \_\_\_\_\_  
How Many Posters was submitted? \_\_\_\_\_  
How did the Units promote the Poppy Posters Contest? \_\_\_\_\_  
Did Units send a Poppy to Elected Officials? Yes \_\_\_ No \_\_\_ How many Units? \_\_\_\_\_  
Did Units select a Little Miss Poppy 6-12? Yes \_\_\_ No \_\_\_ How many Units? \_\_\_\_\_  
Did Units select a Miss Poppy 13-18? Yes \_\_\_ No \_\_\_ How many Units? \_\_\_\_\_  
How many young girls participated in Little Miss and Miss Poppy? \_\_\_\_\_  
How did the Units promote Little Miss and Miss Poppy? \_\_\_\_\_  
Number of Poppies distributed by the Units: \_\_\_\_\_

**District Chairman: Please sum up all reports and write a brief narrative concerning what the District did for Poppies this year.**

**This Mid-Year report is due on December 15, 2016 and sent to Department Poppy Chairman: Charlotte Bass at: 3014 Diamond Lane, St. Cloud, FL 34772. They may also be emailed to [poppy@alaf.org](mailto:poppy@alaf.org).**



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**American Legion Auxiliary  
District Year End Poppy Report  
2016-2017**

District Number: \_\_\_\_\_ Number of Units: \_\_\_\_\_  
Chairman's Name: \_\_\_\_\_  
Address: \_\_\_\_\_ Phone # \_\_\_\_\_  
Hours Volunteered: \_\_\_\_\_  
Dollars spent: \$ \_\_\_\_\_  
Number of Poppies purchased for distribution: \_\_\_\_\_  
Dollars raised from the Poppies distributed: \$ \_\_\_\_\_  
Did the Units increase Poppy order over last year? Yes \_\_\_ No \_\_\_ How many Units? \_\_\_  
How did Units increase Poppy revenue? \_\_\_\_\_  
How did Units promote the Poppy Program? \_\_\_\_\_  
Did Units sponsor a Poppy Poster Contest? Yes \_\_\_ No \_\_\_ How many Units? \_\_\_  
How Many Posters were submitted? \_\_\_\_\_  
How did Units promote the Poppy Posters Contest? \_\_\_\_\_  
Did Units send a Poppy to Elected Officials? Yes \_\_\_ No \_\_\_ How many Units? \_\_\_  
Did Units select a Little Miss Poppy 6-12? Yes \_\_\_ No \_\_\_ How many Units? \_\_\_  
Did Units select a Miss Poppy 13-18? Yes \_\_\_ No \_\_\_ How many Units? \_\_\_  
How many young girls participated in Little Miss and Miss Poppy? \_\_\_\_\_  
How did Units promote Little Miss and Miss Poppy? \_\_\_\_\_  
Number of Poppies distributed by the Units: \_\_\_\_\_  
Total amount spent for poppies during the year; including amounts submitted to Department?  
\_\_\_\_\_

**District Chairman: Please sum up all reports and write a brief narrative concerning what the District did for Poppies this year.**

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