



**AMERICAN LEGION AUXILIARY
DEPARTMENT OF FLORIDA
POPPY ENGAGEMENT PLAN
2025 – 2026**

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Poppy

By using the image and story of the Flanders Field Poppy we educate people about the sacrifices of our military service members, help to raise awareness of the American Legion Family and link us to our mission of “Service not Self”.

WHATS NEW IN THE POPPY PROGRAM?

In accordance with The American Legion Poppy Program and Poppy Fund Rules, as revised in 2013 and 2014 by the American Legion National Executive Committee, Poppy Funds may only be used for

- The rehabilitation of veterans honorably discharged for the United States Armed Forces after April 6, 1917.
- For the welfare of the families of veterans honorably discharged during the above-named period.
- The rehabilitation of hospitalized military service personnel returning home and awaiting discharge who require treatment in service hospitals.
- The welfare of veterans, active military personnel, and the families of veterans and active military personnel of the above-named period where financial and medical need is evident.
- For the purpose of poppy kits and supplies used to make symbolic poppies and poppy items that will be distributed for donations to the Poppy Fund.

Beginning in 2021, the American Legion Auxiliary National Headquarters entered a formal partnership with Honor Flight Inc. Poppy funds can also be used for Honor Flights.

Promote the Poppy Program and increase poppy revenue.

Ideas

- Contact local businesses for permission and explain why we want to distribute poppies on their premises. Make sure you have permission for liability purposes.
- 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. Be prepared to explain the significance of the poppy.
- Promote Little Miss Poppy and Poppy Ambassadors among your ALA Juniors and Young S.A.L.
- Contact local legislative offices to announce poppy distribution days and request proclamation 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.

Helpful Hints

- Send a Thank You to businesses that allow distribution. Consider using the Poppy Poster thank you cards, available through Emblem Sales, for your communication.
- Educate your community about how funds collected help veterans, service members, and their families.

Celebrate National Poppy Day May 22, 2026

- Search Pinterest.com for ideas of items you could create and distribute alongside the red crepe paper poppies.
- Send a bouquet of poppies and bookmarks to school with your child.
- Make a poppy wreath for the door of your home, office or school.
- Collect donations at your workplace, hair salon, doctors' office, to donate to the poppy program. Tell your story on Facebook of who your Poppy represents or remembers on National Poppy Day. Don't forget to tag **#PassionForVeterans**.
- If you are using poppies for other than distribution, please remove the tabs from the poppy.
- Check with your local posts and units to make sure key areas in your community are covered for poppy distribution at local shopping centers, farmer's markets and local shops, etc.
- Organize a poppy distribution a Veterans Day / Memorial Day Ceremonies. Make sure to wear your Auxiliary branded apparel.
- 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.

Great News! You may now distribute Poppies ALL year long! Units are required to remit to Department 25% of the proceeds within 30 days of distribution and no later than 30 days prior to convention. Be sure to document your activities and share on Facebook with hashtag **#PassionForVeterans**.

Poppy Reporting Year End Reports Unit to District is due April 1, 2026 by email only. The Annual Reports reflect the program work of units.

Each Unit Poppy Chairperson is required to submit a narrative report to the District Poppy Chairperson. Use the following questions to help with writing your narrative.

1. How did your unit members promote the poppy program?
2. How did your unit members increase poppy revenue?
3. How did your unit promote the poppy poster contest?
4. How did your unit promote the little miss poppy / poppy ambassador?
5. What is the number of poppies or poppy items distributed?
6. How much money did the unit raise distributing poppies?

Photographs are encouraged with your narrative. Please send them in .jpg format and not embedded in your report. Please include captions for your photos.

Poppy Reporting Year End Reports District to Department is due April 15,2026 by email only. Please send copies of each unit report with your District report to poppy@alafll.org

Each District Poppy Chairperson is required to submit a narrative report to the Department Poppy Chairperson. Use the following questions to help with writing your narrative.

1. How did your District's units promote the poppy program?
2. How did your District's units increase poppy revenue?
3. How did your District's units promote the poppy poster contest?
4. How did your District's units promote the little miss poppy / poppy ambassador?
5. What is the numbers of poppies or poppy items distributed in the District?
6. How much money did the District raise distributing poppies?

Photographs are encouraged with your narrative. Please send them in .jpg format and not embedded in your report. Please include captions for your photos.