



POPPY PROMISE

Bulletin

★ THE POPPY ISN'T A SEASON. IT'S A PROMISE. ★



September 15, 2026



POPPY PROMISE TEAM CORNER

October is the month to turn your Poppy plans into action!

Last month, we talked about planning early and working together.

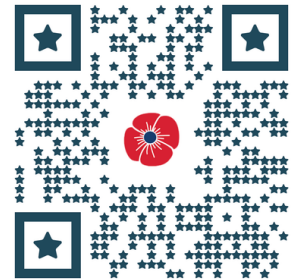
Now it's time to take those plans into the community.

Reach out to local businesses, schools, community organizations, and your American Legion Family to begin preparing for Veterans Day and other fall opportunities. Confirm your poppy distribution locations, recruit volunteers, prepare your displays, and start telling the story behind the poppy.

Remember, we are not simply handing someone a poppy. **We are sharing a story of remembrance, sacrifice, and service.**

Every conversation is an opportunity to educate someone about why we wear the poppy and how their donation helps support our Veterans, military, and their families.

Plan with purpose. Share the story. Wear the Poppy.



OCTOBER FOCUS

Highlight:

- October 13 - Navy Birthday
- October 26 — Day of the Deployed
- Veterans Day preparations
- Fall festivals and community events
- School outreach
- Holiday craft fairs
- Community partnerships
- Poppy education
- Volunteer recruitments

*Every Poppy
Tells a Story*



ACTION LIST

- ☐ Confirm Veterans Day poppy distribution locations
- ☐ Recruit and schedule volunteers
- ☐ Make sure you have enough poppies
- ☐ Prepare donation containers and displays
- ☐ Contact local businesses and community partners
- ☐ Share the history and meaning of the poppy with volunteers
- ☐ Create and schedule social media posts
- ☐ Take photos and document your activities



MARKETING CORNER

Don't Just Distribute—Educate.

A successful poppy distribution is an opportunity to start a conversation.

Instead of simply asking someone to take a poppy, try:

"Would you like to wear a poppy in honor of our Veterans?"

Have a small sign at your table explaining:

Why the Poppy?

The red poppy is a nationally recognized symbol of sacrifice worn to honor those who served and died for our country

Poppies are never sold. They are distributed in exchange for donations, with donations used in accordance with the Poppy Program.



[POPPY KIT](#)



BRANDING TIP

Make Your Poppy Table Recognizable

Carry the same look from your social media into your community.

Use consistent:

- Poppy graphics
- Colors and fonts
- Unit identification
- Signage
- Messaging
- Remember • Honor • Inspire • Serve

Someone should be able to see your table from across the room and know **who you are and why you're there.**

*Consistency
Creates
Recognition*





SHARED WITH PURPOSE

Unit 303, Bonita Springs — Wearing Their Poppy with Purpose

Members of ALA Unit 303 in Bonita Springs are showing how two programs can work side by side with a shared purpose. While working membership inside their Post home and encouraging members to renew for 2027, they proudly wore their poppy pins—creating another opportunity to share the meaning behind the poppy.

Their message says it beautifully:

“The Poppy is not a season, it’s a reason.”

For these members, wearing the poppy is more than an accessory reserved for a particular time of year. It is an everyday reminder to honor, remember, and keep the stories of our Veterans and their sacrifices visible.

And there is another important lesson in these photos: our programs don't have to work separately. A membership drive can also be an opportunity for poppy education. A simple poppy pin can start a conversation about our mission while welcoming members back and inviting others to become part of it.

Thank you, **Unit 303**, for showing us what it looks like when Membership and the Poppy Program work together.

Wear it. Share its meaning. Keep the promise.



YOUR STORY COULD BE NEXT

Why do you **wear your poppy**? Or is your Unit doing something creative with the Poppy Program? Send story and photos to Poppy@alafl.org.



POPPY PROMISE CHALLENGE

Take the Poppy into the community!

This month, introduce the Poppy Program to one new community partner—a business, school, civic organization, Veterans organization, or community event.

Then share your success with us!



★ REMEMBER
★ HONOR
★ INSPIRE
★ SERVE

ALA DEPARTMENT OF FLORIDA
POPPY PROGRAM

*The Poppy Isn't a Season.
It's a Promise.*



QUESTIONS?
Poppy@alafl.org

