POPPY PROMISE Bulletin

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

August 15, 2026

POPPY PROMISE TEAM CORNER

September is when successful Poppy Programs begin—not May.
Every memorable poppy event starts with thoughtful planning. The work you do now lays the foundation for a meaningful and successful year of honoring our Veterans and serving your community.
One of the best ways to grow your impact is to work together. Reach out to your fellow American Legion Auxiliary program chairpersons and look for opportunities to collaborate. As we discussed at Workshop, a single school visit can support multiple programs. While sharing the **Poppy Poster Contest**, you can also introduce **Americanism** by talking about proper flag etiquette and essay, **Education** through scholarships, and **Girls State** by inspiring students to learn about leadership and citizenship.
When our programs work together, we strengthen our message, increase our visibility, and make the most of every opportunity to serve.

SEPTEMBER FOCUS

Highlight:

- Patriot Day (September 11)
- POW/MIA Recognition Day
- Constitution Day
- Gold Star Families awareness
- Planning for Veterans Day
- Planning holiday craft fairs
- Fall festivals
- Football season community events

ACTION LIST

- □ Inventory remaining poppies
- □ Decide where you'll distribute this year
- □ Reserve booth space
- □ Contact grocery stores
- □ Contact schools
- □ Recruit Junior members
- □ Order supplies
- □ Update social media cover photo

POPPY PROMISE CHALLENGE

Wear your poppy throughout September and share your photos on social media using #PoppyPromise

MARKETING CORNER

"Think beyond Memorial Day."
Distribute poppies at:
Veterans Day
Football games
Farmers Markets
Holiday parades
Craft fairs
Community festivals
First responder appreciation events



BRANDING TIP

Use the same:

- fonts
- colors
- logo placement
- hashtag
- signature line

People begin recognizing YOUR Unit immediately.

SHARED WITH PURPOSE



Cheryl Coutermash

I wear a poppy because I come from a proud **five-star military family.** My dad and his four brothers all answered the call to serve during WW II. Their service is what made our family a five-star family, and their **courage, sacrifice and love of country** have always been a source of pride and inspiration to me.

I wear a poppy because it is deeply personal. I also wear it in **loving memory of my brother, who served during the Vietnam War.** He was exposed to Agent Orange. And although he came home, **the war never truly left him**. We lost him because of that sacrifice. I also wear a poppy **in honor of my husband who proudly served during the Vietnam War.**

When I wear my poppy, **I carry the memory of my family and all those who have worn our nation's uniform.** I wear it to remember those who never came home, and those who came home carrying visible and invisible scars of war, and those who continue to serve our country today.

For me, **a poppy is more than a flower. It is a symbol of remembrance, honor, sacrifice and gratitude.** I wear it with pride to honor my father, his four brothers, my brother, my husband and every veteran who has served our nation. Their courage and sacrifices have helped preserve the freedoms we enjoy today and **they will never be forgotten.**

