



DEPARTMENT OF FLORIDA
POPPY PROGRAM ENGAGEMENT PLAN
2024-2025

Department Poppy Chairman:

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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”.

Committee Contact Information

poppy@ALAFLL.org What can you do?

WHAT'S 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.
- Activity military personnel, and the families of veterans and active military personnel of the above-named period where financial and medical need is evident.

1. Promote the Poppy program and increase poppy revenue. Ideas:

Unit

- Contact local businesses for permission to distribute poppies on their premises. Make sure you have permission for liability purposes; an agriculture permit is required.
- Send a thank you to businesses that allow distribution. Consider using the Poppy Poster thank your cards, available through Emblem Sales, for your communication.
- 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.
- Educate your community about how funds collected help veterans.
- Contact local legislative offices to announce poppy distribution days, and request proclamations 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.

2. Celebrate National Poppy Day, May 23, 2025, and educate your community on the meaning and the history of the poppy. Ideas:

Unit

- Search Pinterest.com for ideas of items you could distribute alongside red crepe paper poppies, like Spritz cookies.
- 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/doctor's 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 with #PoppyDay #LegionFamily.
- • If using 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 at 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. Celebrate National Poppy Day, May 23, 2025, and educate your community on the meaning and the history of the poppy.

3. Good News! Poppies may be distributed ALL year long.

Poppy Reporting*

Year-End Reports:

Units to District is due April 1st Annual reports reflect the program work of units.

Each Unit Poppy chairman is required to submit a narrative report to the District Poppy Chairman.

1. How did your unit members promote the Poppy program?
2. How did your unit members increase poppy revenue?
3. How did units promote the Poppy Poster Contest?
4. How did units promote Little Miss Poppy?
5. What are the numbers of poppies or poppy items distributed?
6. What were the dollars raised in the unit from poppies?

Please include Pictures not imbedded in Report but separate, also include captions for the pictures.

District to Department due April 15th When sending reports please send copies of all the unit reports also.

1. How did your District units promote the Poppy program?
2. How did your District units increase poppy revenue?
3. How did District units promote the Poppy Poster Contest?
4. How did District units promote Little Miss Poppy?
5. What are the numbers of poppies or poppy items distributed in the District?
6. What were the dollars raised in the District from poppies?

Please include Pictures not imbedded in Report but separate, also include captions for the pictures.