



**DEPARTMENT OF FLORIDA**  
**POPPY PROGRAM ACTION PLAN**  
**2021-2022**

**Department Poppy Chairman:**

Robin Watrous  
86145 Sand Hickory Trail  
Yulee, FL 32097  
[poppy@alafi.org](mailto:poppy@alafi.org)

**Poppy Committee**

Roberta Tucker

**Poppy Program**

2021-2022 is the year we rebound from COVID-19 and move the Auxiliary Programs into the next 100 years. The Poppy is one of the most revered emblems of the American Legion Auxiliary because of the significance of Flanders Field and how that one emblem is a universal symbol of those that served and made the ultimate sacrifice. This year's Mantra for the Poppy program is:

*"We may only have 3 days a year to distribute poppies for donations to aid our Veteran's,  
but we have 365 days a year to educate about the significance of the Poppy."*

**Poppy Distribution Days for 2021-22 Year:**

Veterans Day: November 11<sup>th</sup>, 2021

National Poppy Day: May 27<sup>th</sup>, 2021

Memorial Day: May 30<sup>th</sup>, 2021

**1. How Poppy Proceeds can be used.**

The proceeds are too used to Veterans and Active Duty servicemembers and their families for medical and financial needs. Please note that this includes the families of our Active Duty. They are an especially important component of Military.

## **2. Promoting the Poppy Program:**

### **Ideas:**

- Encourage your Poppy Ambassador to create a Poppy Sash to wear in public during Auxiliary events.
- Carry pocket card with the poem "Flanders Field" with a poppy attached to pass out during events and explain about the distribution days.
- Plant Poppies around your home Legion Post.
- Have your Junior paint Poppies on Rocks with the unit on the back and "hide them" around the community.
- Use Poppies to decorate for Unit or Post events and consider raffling those items off as a Poppy Fundraiser.
- Contact local businesses to distribute poppies on their premises, make sure you have permission for liability purpose; in some instances, permits are required.
- Send a thank you to the businesses that allow distribution. Consider using the Poppy Poster thank you 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.
- Educate your community about how funds collected help veterans.
- Contact local legislative officers to announce poppy distributions days, and request proclamations declaring Poppy Days in your community.
- Deliver poppies to local media outlets (television, newspapers, and radio) along with facts about where and when poppies will be distributed in our community. Even if they are not visible "on air", these people tend to be influencers in the community.
- Post your Poppy distribution days on social media such as Facebook, Twitter, Snap Chat and use hashtags to promote.

## **3. Celebrate National Poppy Day and educate your community on the meaning and the history of the poppy.**

### **Ideas:**

- 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/grandchild.
- Make a poppy wreath for the door of you 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. Do not forget to tag with #Poppy Day #Legion Family.
- Talk to leaders of nearby posts and units to make sure key areas in your community are covered and organized a poppy distribution at local 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 signing patriotic songs or other ways to involve your unit members.

- For more information, please see the following link.  
<https://www.legion-aux.org/Blog/Part-2-Poppy-resources-available-to-units>

### **Poppy Poster Contest:**

Please see the following link for Poppy poster rules and requirements

<https://www.legion-aux.org/national-poppy-poster-contest>

### **Little Miss Poppy Contest: (Ages 6-12)**

- Participant must be between 6 to 12 years of age and be a Junior member in good standing of the American Legion Auxiliary.
- Promotional activity of the Poppy story must occur through the American Legion the American Legion Auxiliary and the community.
- Selection of Little Miss Poppy is at the discretion of the unit.
- For National Little Miss Poppy consideration, participant must submit a Little Miss Poppy scrapbook (8½" x11") containing photographs and clippings illustrating how she promoted the American Legion Auxiliary poppy in her department. 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 Little Miss Poppy Scrapbook entries:
  - Costume (there is no specific dress code or particular dress color for Miss Poppy).
  - Promotion of the Poppy program: What did you share and do?
  - Publicity of poppy activities (newspapers, radio/TV, etc.).
  - Narrative report on "What I Have Learned Being Little Miss Poppy."
  - Essay on "Memorial Poppy" not to exceed 100 words.
  - The memorial poppy must be visible in all promotion and publicity submitted.
  - Neatness and creativity.
  - Cover page to include member name, unit name, state, age division and year.
  - Judging scale should be 1 through 10 for each area of judging for entire entry.
- The Little Miss Poppy (age 6-12) winner will be invited to appear at the ALA National Convention, immediately following her selection, and if she so chooses, will travel at her own expense.
- Winners of the National Little Miss Poppy contest each will receive a citation plaque.

- If the Poppy scrapbook is to be returned, members must include a self-addressed, stamped envelope. Although every effort will be made to return the scrapbook, accidents do happen so all entrants must allow for that risk.

## **National Award**

### **Unit Award:** Most Outstanding Unit Poppy Program (per division)

- Deadline June 1
- All department entries must be sent by the Department Chairman to their National Division Chairman postmarked by 5 p.m. EST on the deadline listed above. Members should follow instructions from their department.

### **Department Award:** Best Department Poppy Program (per division)

- Deadline June 1
- All department entries must be sent by the Department Chairman to their National Division Chairman postmarked by 5 p.m. EST on the deadline listed above. Members should follow instructions from their department.

## **Little Miss Poppy**

- Deadlines: June 1
- Department Poppy chairman submits the name, address, unit, and department of the contestant to her national division Poppy chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

## **Department Award**

**Shirley Harbour Award** -See Auxiliary Department Unit Guide for rules

Due 30 days prior to Department Convention

## **Poppy Reporting:**

### **Mid-Year Reporting**

There are no Mid-Year Reports due for the 2021-2021 year.

### **Year End Reports:**

Units Due to District April 1<sup>st</sup>, 2022

Annual reports reflect the program work of units. Each Poppy Chairman is required to submit a narrative to the District Poppy Chairman.

- How did your unit members promote the Poppy Program?
- How did your unit members increase poppy revenue?

- How did units promote the Poppy Poster Contest?
- How did units promote Little Miss Poppy?
- What are the numbers of poppies or poppy items distributed?
- What are the dollars raised in the unit from poppies?

District to Department due April 15<sup>th</sup>, 2022

- How did your District units promote the Poppy Program?
- How did your District unit increase poppy revenue?
- How did District units promote the Poppy Poster Contest?
- How did District units promote Little Miss Poppy?
- What are the numbers of poppies or poppy items distributed in the District?
- What are the dollars raised in the District from poppies?