

American Legion Auxiliary Department of Florida
Unit Poppy Promise EOY Report 2026-2027 - Due: April 15, 2027

Please print legibly, units completing this report will have most of the information needed to apply for National Poppy Program award. We encourage all units to submit.

Unit # _____ District # _____ Group # _____ City: _____

Full official unit name: _____

☐ Unit President or ☐ Chairperson name: _____

Phone number: _____

Email Address: _____

of poppies ordered _____

of poppies distributed _____ # of poppy items distributed (list items with #)

Total members distributing poppies _____ Hours volunteered _____ Money raised _____

Please ✓, how you raised Poppy Awareness in Your Community and attach copies if available, i.e., Newspaper clippings, ads, social media posts etc.

Newspaper _____ TV _____ Radio _____ social media _____ Proclamations _____

Poppy Poster Contest - # of participants' _____ Prizes Awarded _____

Little Miss Poppy - # of Juniors Participating _____ Poppy Scrapbooks # _____

NARRATIVE (next page for helpful hints): Use the following questions to help with writing your narrative.

1. How did your unit members promote the poppy program and increase revenue?
2. How did your unit promote the poppy poster contest and little miss poppy?
3. What is the number of poppies or poppy items distributed and funds raised?

List your top three Poppy Program accomplishments this year.

Supporting Documentation

☐ Photos ☐ News articles ☐ Flyers ☐ Social media examples ☐ Newsletters

Photos in original jpg format (not resized) with captions and descriptions are encouraged.



Impact Form

1. Our ALA Service for Veterans/Active-Duty/Reserve Military

Line 6	Number of poppies or poppy items distributed	Unit Records	N/A		
Line 7	Dollars raised from poppies	Unit Records	N/A	\$	\$

Send this form to your District
Chairperson by April 15, 2027



The Poppy Isn't a Season. It's a Promise.
Remember. Honor. Inspire. Serve.

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Helpful Tips for Narrative

Poppy Education and Awareness

Describe how your Unit educated members and the community about the significance of the poppy.

Examples: School presentations, community displays, social media campaigns, newsletter articles, public speaking opportunities, Veterans Day or Memorial Day educational efforts. Please include approximate audience reach whenever possible.

Poppy Distribution Activities

Describe your Unit's poppy distribution efforts.

Include: Dates and locations, number of volunteers involved, estimated number of poppies distributed, community response. What creative or unique methods were used to promote the Poppy Program?

Supporting Veterans, Military, and Their Families

Describe how Poppy Program funds or activities benefited Veterans, active-duty military, or their families.

Examples: Veteran assistance, VA facility support, Homeless veteran programs, Comfort items, Emergency assistance, Community outreach. Share specific examples whenever possible.

Partnerships and Community Engagement

Describe partnerships developed through the Poppy Program.

Examples: American Legion Posts, Legion Family, schools, businesses, civic organizations, Veteran service organizations. How did these partnerships strengthen your program?

Youth Participation

Describe how youth were involved in promoting the Poppy Program.

Examples: Junior members, Little Miss Poppy activities, Poppy Poster Contest participation, school projects, community presentations.

Public Relations and Media Coverage

Describe how your Unit promoted the Poppy Program.

Include: Social media platforms, websites, newspapers, radio, television

Please include links, screenshots, or copies when available.

Stories of Impact

Share one or more stories demonstrating the impact of your Poppy Program.

Examples:

A veteran helped through poppy donations

A meaningful interaction during distribution

A community member learning the meaning of the poppy

A youth participant inspired by the program

These stories help bring your report to life.

Why Your Unit Deserves Recognition

In one paragraph, explain why your Unit should be considered for the Department of Florida Outstanding Unit Poppy Program Award and the National Most Outstanding Unit Poppy Program Award.



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