



## DEPARTMENT OF FLORIDA POPPY PROGRAM ENGAGEMENT PLAN 2023-2024

### **Department Poppy Chairman:**

Georgia Mackenzie  
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### **Poppy Committee:**

Patti Delgado

### **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](mailto: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 of 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 24, 2024 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.

## **Poppy Reporting\***

### **Year-End Reports:**

#### **Units to District is due April 1<sup>st</sup>**

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?

#### **District to Department due April 15<sup>th</sup>**

**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?

- **Poppy Poster Contest**
  - Units shall sponsor contests in local schools and units. When schools do not conduct activities, other youth groups, including Junior members, may participate under direct supervision of the unit.
  - The contest shall have seven classes:
    - Class I: Grades 2 and 3
    - Class II: Grades 4 and 5
    - Class III: Grades 6 and 7
    - Class IV: Grades 8 and 9
    - Class V: Grades 10 and 11
    - Class VI: Grade 12
    - Class VII: Students with special needs defined as:
      - Those in special education classes
      - A student recommended for special education classes but who has not been admitted due to a waiting list or various other factors.
      - A child identified as having a disability, but not in a special education class due to lack of facilities. Identification contingent upon discretion of school officials.

**Poppy Poster Requirements: Please follow all requires:**

- Each poster shall have a fitting slogan not to exceed 10 words. Articles – “a,” “and,” “an,” “the” – are not to be counted as words. The words “buddy” and “buy” cannot be used.
- The words “American Legion Auxiliary” must be used in the design of the poster and will not be counted in the 10-word count.
- Each poster must include a picture of the red Flanders Field poppy.
- The department shall determine the closing date for the unit contest. The poster shall be on 11x14” poster board. (Drawing paper will not be accepted).
- The United States flag may be used as long as there are no infractions of the flag code.
- Posters will be judged using the following criteria:
  - 50% - poster appeal (layout, message, originality)
  - 40% - artistic ability (design and color)
  - 10% - neatness
  - Media used shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils and markers.
  - Written in ink on the back of the poster (not attached) shall be the class in which the entry is submitted, the name, address, age and grade of the contestant and the name of the department.
  - Submissions become property of the American Legion Auxiliary. Through submission of artwork, contestants and their legal guardians’ grant non-exclusive reproduction and publication rights to the works submitted and agree to have their names and artwork

published for commercial use without additional compensation or permission.

- The poster shall be the work of only one individual.
- The label “In Memoriam” from the veteran-made poppy may not be used.

### **Poppy Poster Contest and Judging Awards**

- Unit Members should follow deadlines and submit their unit winners in each class by October 23, 2023
- Department Award winners will be voted on at Fall Conference
- A certificate will be given for the best poppy poster in each classification within the seven classes.
- Department award winners will forward to the Southern Division Poppy Chairman
- While ALA representatives will do their best to return all posters, it is not guaranteed. We recommend participants take a picture or scan their poster for their records.
- Submissions become property of the American Legion Auxiliary. Through submission of artwork contestants and their legal guardians grant nonexclusive reproduction and publication rights to the works submitted, and agree to have their names and artwork published for commercial use without additional compensation or permission.

### **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 1000

- 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.
- Please follow department guidelines for submitting entries.
  - Please submit to Department Poppy Chairman no later than May 1, 2024. Deadline Are Real!
- 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.

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our national success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the award's materials and guidelines section.

National Report and Awards Cover Sheet, deadlines, and Poppy committee contact information may be found on the Poppy committee page on the national website, [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

### **National Award**

#### **Unit Awards:** Most Outstanding Unit Poppy Program

- Award: Citation Plaque
- Presented to: One unit in each division (5) announced by the national Poppy committee at the pre-convention meeting.
- Materials and guidelines:
  - The entry must be typewritten in narrative format not to exceed 1,000 words.
  - The report should cover all areas of emphasis and any relevant information involving program activity and describing your use of the poppy throughout the year.

### **Department Award**

#### **Shirley Harbour Award-**

See Auxiliary Department Unit Guide for rules  
Due 30 days prior to Department Convention-May 15, 2024

### **Additional Resources You Can Use**

1. *ALA Poppy Program Guide: Expanded Ways to Use the Poppy Symbol to Raise Funds and Awareness* (available for download at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)). Related materials and information can be found on the Poppy page of [www.alaforveterans.org/Programs/Poppy/](http://www.alaforveterans.org/Programs/Poppy/) under Poppy Toolkit
2. Poppy Poster thank you cards, available through Emblem Sales
3. *American Legion Auxiliary Unit Guide Book*
4. Poppy seed packets for Poppies Across America can be purchased at America Meadows, [www.AmericanMeadows.com](http://www.AmericanMeadows.com), (877) 309-7333, or at a local garden shop
5. For the following how to sheets, visit [www.alaforveterans.org/Programs/Poppy/](http://www.alaforveterans.org/Programs/Poppy/):
  - How to Increase Unit Poppy Revenues
  - How to Promote Membership Through Poppy
  - How to Maximize Poppy Contributions
6. The national Poppy Facebook group, search “ALA Poppy”
7. Your national Poppy committee members (see Poppy program page on the national website or Annual Supplement for contact information)

