POPPY PROMISE Bulletin

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

October 15, 2026

POPPY PROMISE TEAM CORNER

November is our opportunity to put the Poppy Promise into action.

Veterans Day brings our communities together to recognize and thank the men and women who have served our Nation. It also gives us an important opportunity to share **why we wear the poppy.**

As you prepare for Veterans Day, remember that a successful poppy distribution is about more than the number of poppies distributed or donations received. Every poppy creates an opportunity for a conversation—to tell someone about its history, explain what it represents, and share how poppy donations support Veterans, military members, and their families.

Invite your entire American Legion Family to participate. Wear your poppies. Share photos. Tell the stories of the Veterans you honor. Most importantly, take time to **listen to Veterans and thank them for their service.** This November, don't just distribute the poppy. **Share its meaning.**

NOVEMBER FOCUS

Opportunities to bring remembrance and service into your community:

- Veterans Day ceremonies and parades
- Poppy distributions
- Visits to Veterans homes and facilities
- School Veterans Day programs
- Community and civic events
- Thanksgiving outreach to Veterans and military families
- American Legion Family activities
- Sharing Veterans' stories on social media

ACTION LIST

□ Confirm Veterans Day distribution locations
□ Schedule and brief volunteers
□ Prepare poppies, donation containers and educational materials
□ Invite Juniors and Legion Family members to participate
□ Wear your poppy throughout November
□ Take photos of members serving and wearing their poppies
□ Share the meaning of the poppy with every opportunity
□ Thank participating businesses and community partners
□ Document activities, donations and impact for your year-end report

MARKETING CORNER

Your Table Should Tell the Story.

Someone walking past your poppy table should understand **why you're there** before you ever say a word.
Along with your poppies and donation container, consider displaying:

WHY WE WEAR THE POPPY

The red poppy is a symbol of remembrance and sacrifice honoring those who served and died for our freedom.

- Photos of Veterans from your post/unit or community
- A small sign about the history of the poppy
- Information on how poppy donations help Veterans.

Give your volunteers one simple conversation starter:

"Would you like to wear a poppy in honor of a Veteran?"

You're not just distributing a flower.
You're inviting someone to remember.



BRANDING TIP

Let Your Photos Tell the Story

November will give you plenty of photo opportunities. Before posting, ask yourself:
Does this photo show our mission?
Look for photos of members:

- Talking with Veterans
- Pinning a poppy on someone
- Serving alongside Juniors
- Visiting Veterans
- Working a distribution table
- Participating in Veterans Day ceremonies

And don't forget the simplest branding tool of all:
Wear your poppy.
When your members appear in photos wearing the poppy, the symbol becomes part of your Unit's story.



SHARED WITH PURPOSE

District 3 — Poppies, Creativity & Programs Working Together

District 3 found a creative way to bring the **Poppy Program and Girls State together** with a Poppy Table Decoration Contest, with proceeds benefiting **Florida Girls State.**

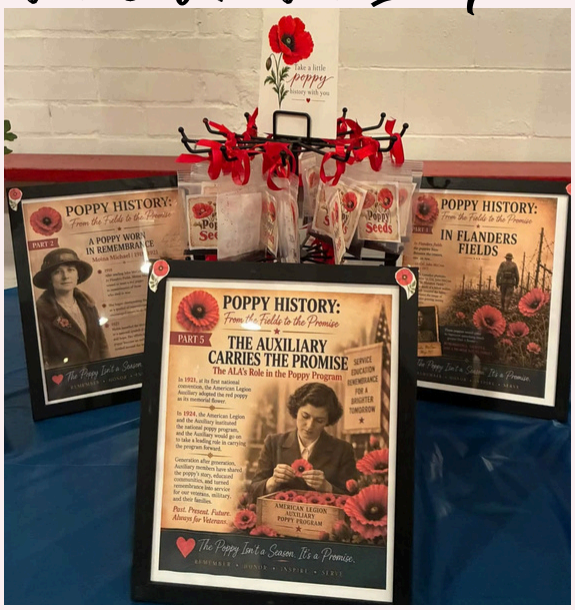
Members created beautiful decorations with red poppies, patriotic arrangements, poppy seeds, poppy history displays, and other creative items—all while keeping the meaning of the poppy at the center. One display even incorporated the **"Poppy History: From the Fields to the Promise"** series, turning the table into an opportunity to educate as well as inspire.

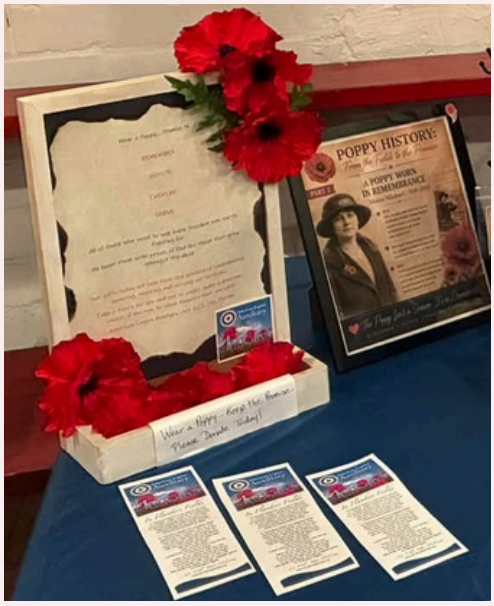
This is a wonderful example of what can happen when our Auxiliary programs **collaborate instead of working separately.** A fun contest created fellowship, promoted the Poppy Program, supported Girls State, and gave members another opportunity to share the story of remembrance and service.

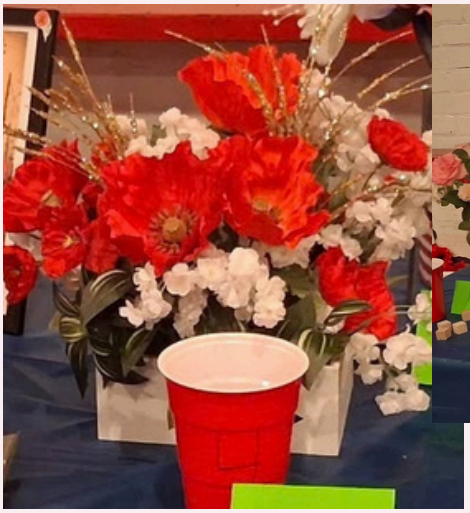
Thank you, **District 3**, for reminding us that a little creativity can help one program support another while strengthening our mission. Photos by Lisa Gaddis, click here to view.

Collaborate. Educate. Inspire. Serve.













District 3

SHARED WITH PURPOSE

The Poppy March: A Final Tribute of Love and Remembrance

American Legion Post 303 Family | Bonita Springs, Florida

For the second time in 2026, the American Legion Post 303 Family came together for a Celebration of Life that included a beautiful and meaningful tradition known as the **Poppy March**.

During the recent Celebration of Life honoring Steven Slachta, each person attending received a red poppy, a symbol of remembrance, honor, and gratitude.

Following the formal service, the retirement of Steven's membership card, and the Post Everlasting ceremony, a special reading of “The Dash” by Jan Farrington reminded everyone that a life is measured not simply by the years lived, but by the love, kindness, and memories shared along the way.

Then came one of the most touching moments of the ceremony.

As Alex Herron sang “I Made It to Arlington,” family members and friends walked forward, one by one, to place their poppies in Steven's honor. Each poppy became a personal expression of love, respect, and remembrance.

The Poppy March is more than a ceremonial gesture. It gives everyone present an opportunity to participate in honoring a life, creating a powerful and emotional moment shared by family, friends, and fellow Legion Family members.

The celebration continued with a eulogy, special words, the solemn playing of Taps, and a closing prayer.

The Post 303 Family has demonstrated how the red poppy can bring comfort, connection, and meaning to a Celebration of Life. Their Poppy March is a beautiful example of how remembrance can become a lasting tradition.

Because the poppy isn't just something we wear. It's a promise we carry, even in our final goodbyes.





SHARED WITH PURPOSE

The Poppy March: A Final Tribute of Love and Remembrance

American Legion Post 303 Family | Bonita Springs, Florida















SHARED WITH PURPOSE

The Poppy March: A Final Tribute of Love and Remembrance

American Legion Post 303 Family | Bonita Springs, Florida









POPPY PROMISE CHALLENGE

Tell ONE Veteran's Story.
This November, choose a Veteran whose story deserves to be remembered.
With their or their family's permission, share a photo and a few words about their service on your Unit's social media page.
End your post with:
"I wear my poppy in honor of..."
Tag or share your post with the **ALAFL Poppies** page and use
#PoppyPromise
One Veteran.
One story.
One more reason to remember.



Take note:

National has changed "Litle Miss Poppy" to Poppy Ambassador. (website updated on Oct. 7, 2026)

YOUR STORY *Could Be Next!*

Are you wearing your poppy with purpose? Is your Unit doing something others could learn from?
Share your photos and story with **Poppy@alafl.org**.

