

THE POPPY PROMISE

2026-2027 SCHOOL OF INSTRUCTION - UNIT QUICK GUIDE

PURPOSE

Educate ALA members and the public about the significance of the poppy and how the program financially benefits Veterans, military members, and their families.

FLORIDA'S COMMITMENT

Make the Poppy Program a **year-round mission** of remembrance, education, service, storytelling, partnerships, and leadership - not a once-a-year activity.

THE FIVE PROMISES: A SIMPLE ROADMAP FOR EVERY UNIT

REMEMBER	Wear the poppy year-round; share a Veteran's story; teach its meaning and history.
HONOR	Hold a poppy distribution; enter the Poppy Poster Contest; support Little Miss Poppy; partner with the Legion Family.
INSPIRE	Photograph activities, keep simple records, share Unit successes, and submit contest/award entries.
GROW	Use Poppy Funds for approved Veteran/military-family support; build partnerships; expand outreach.
PRESERVE	Support and recognize Veteran poppy makers; teach the tradition; carry the legacy forward.

UNIT POPPY CHAIRPERSON: WHAT SUCCESS LOOKS LIKE

EDUCATE & ENGAGE

- Teach poppy history and promote year-round awareness.
- Share Poppy updates at Unit meetings.
- Organize distributions and recognize military observances.
- Build partnerships with schools, businesses, community groups, and the Legion Family.

INSPIRE & SUPPORT

- Promote the Poppy Poster Contest and Little Miss Poppy; involve Junior members.
- Educate members on appropriate Poppy Fund use.
- Promote Veteran-centered projects and activities.
- Share stories, photos, and successes through newsletters, websites, and social media.

REPORT & RECOGNIZE: Keep a simple running record of activities, participation, community impact, photos, publicity, partnerships, and Veteran stories. This makes year-end reports and award submissions much easier.

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

POPPY PROMISE SUCCESS CHECKLIST

KEY RULES • CONTESTS • AWARDS • ACTION STEPS

POPPY FUNDS - KNOW THE BASICS

- Maintain a separate accounting of Unit Poppy Funds.
- Send Department 25% of net proceeds within 30 days of distribution and no later than 30 days before Convention to remain in good standing.
- Poppy donations support eligible Veteran rehabilitation/welfare, eligible military and family needs, poppy-making supplies, and approved national mission outreach.
- Examples named in the plan: National Veterans Creative Arts Festival, Honor Flight mission, and food-insecurity support for service members.

LITTLE MISS POPPY (AGE 6-12)

- Districts are encouraged to crown a District Little Miss Poppy.
- Activity period: May 1 through April 30 of the following year.
- District submission: online form, digital scrapbook, and narrative by May 1.
- Any Little Miss Poppy may submit to National by June 1; she need not be the Department selection.
- Document promotion, publicity, learning, community storytelling, meaning of the poppy, and activities attended.

AWARDS: BUILD THE FILE ALL YEAR - DON'T WAIT UNTIL SPRING

Award	What Units Should Capture
Most Outstanding Unit Poppy Program	Year-round activity; use of poppies; narrative up to 1,000 words; photos encouraged. Submit report as PDF and original photos separately.
Poppy Promise Award	Year-round promotion, social media, community education, Veteran stories; save screenshots, original photos, and a timeline.
Poppy Ambassador Award	Individual outreach, education, distributions, contest promotion, volunteer recruitment; save captioned photos/screenshots and timeline.
Shirley Harbour Award	Max 1,000-word Unit narrative; include Poppy Days recruitment, community involvement, publicity, and minimum 1,000 poppies ordered. Due 30 days before Department Convention.
National: Most Outstanding Unit	Electronic submission by 5 p.m. EST on June 1.

YOUR UNIT'S 7-STEP ACTION PLAN

1. Appoint an active Unit Poppy Chairperson and include a brief Poppy update at meetings.
2. Choose year-round activities tied to the five promises - not just Memorial Day/National Poppy Day.
3. Schedule at least one poppy distribution and identify community/Legion Family partners.
4. Engage youth: promote the Poppy Poster Contest and Little Miss Poppy.
5. Plan approved Veteran/service-member support using Poppy Funds and follow accounting/remittance rules.
6. Take photos, save publicity/screenshots, count participation, record impact, and collect stories as you go.
7. Share successes and submit reports, contests, and awards by established deadlines.

Keep the full Poppy Promise Program Engagement Plan electronically for forms, clickable resources, detailed award instructions, and contest requirements.

Together We Promise To: Remember those who served • Honor their sacrifice • Support Veterans, service members, and their families • Preserve the legacy of the poppy.