Poppy

Department of New Hampshire

Chairman, Cheryl Fournier

290 Ashby Road, New Ipswich, N.H. 03071

Cher2130@AOL.com

Using the image and story of the Flanders Field poppy to educate people about the sacrifices of our military service members helps us raise awareness of The Legion Family and link us to our mission in the eyes of the public.

PROMOTE THE POPPY PROGRAM AND INCREASE POPPY REVENUE.

Here are some ideas to promote.

1. EDUCATE your community about the poppy program – how & why it exist.
2. WORK with schools, communities as well as Legion, S.A.L. & juniors to promote and distribute poppies. Have poppy drives, maybe even contact your local legislators to declare a Poppy Day in your community.
3. WEAR a poppy to promote the program, this may bring up interest and conversation.
4. AD’S in newspaper, facebook, etc to get social media aware when you will hold an events for distributing poppies. REMEMBER we DISTRIBUTE not sell.
5. POPPY CARDS you can order them through emblem sales or you can get creative yourselves.
6. BE INVENTIVE this year. You may need to think out of the box. Poppies can be a program all year long. Not just Memorial Day. Utilize all holidays.
7. BUSINESSES may give you permission to distribute on their premises and even give you a helping hand. But always send a Thank You to the ones that will allow you. Poppy Thank You cards!
8. DELIVER poppies to local media outlets maybe a little more advertisement would help.
9. POPPY MAKERS – Veterans are always number one. See if a unit member can give classes on making your unit poppies. That would really be a great help. The sooner you order poppies the better for your program to succeed. Let’s recruit more poppy makers.
10. COLLECTION CANS at your posts, collect donations all year long, everywhere you go. You may be surprised how quickly they add up.

So this year one of our Poppy Contest will be different. Mid – Year Conference we always have a corsage contest. But because of the situation we have encountered this past year we already have corsages made from 2019/2020. So I also had to think out of the box. So this year 2020/2021 we will have a Wristlet Contest.

POPPY USAGE CONTEST- WRISTLET at Mid – Winter Conference

Wristlets will be judged and will be announced at Mid – Winter Conference. Our District Directors will be wearing them at our Department Convention in the order of membership standings right before
convention takes place. Depending on how many that are entered, in the contest maybe we can include District chaplains as well.

REQUIREMENTS FOR WRISTLETS- A wristlet can be no more than 3 ½ X ½ inches and fit an average wrist. Only one submission per unit. The submitter’s name, unit name and number to be on the bottom of a box. It will be poppies & Department President's Theme. Just remember you need to consider this is going on a wrist.

POPPY CENTERPIECE CONTEST

A centerpiece with "25" poppies or LESS incorporating the Department President’s Theme with no more than "1" entry per unit. The name of the unit and unit number to be placed on the container (box) with centerpiece. Centerpieces will be displayed at convention and winning centerpiece will be at the head table at Department Convention Banquet. The winner will be selected at Department Convention.

Note:

I know this year is going to be a little more challenging. But remember we have to April 1, 2021. There is plenty of time to make this Poppy Program a big success. Just start as soon as possible and order poppies NOW.

RESOURCES

The National website is a great place to find any information you could want on the programs of the American Legion Auxiliary. Go to: www.ALAforVeterans.org

American Legion Program Guide: Expand ways to Use the Poppy Symbol to Raise Funds

American Legion Auxiliary Unit Hand Book.
Poppy Poster Contest

- Units shall sponsor contests in local schools. 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:

- Each poster shall have a fitting slogan not to exceed 10 words. Articles - "a," "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.
- Unit must submit all posters to Department Chairman by May 1, 2020. 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.

**NATIONAL Unit Award: 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 AND include the National Award cover sheet.
- 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 AWARDS:**

**DISTRICT 5 Poppy Trophy** - To the Unit in District 5 with the best Poppy program including participation in one or more Poppy contests.

**BEAL Memorial Poppy Trophy** - To the Unit in District 6 with the best Poppy program including participation in one or more Poppy contests.

**BAILEY Trophy** - A traveling trophy to be awarded to a Unit in Department for the best use of poppies. Poppy chairman to designate how they wish to award this trophy on the best use of not more than 25 poppies.

**STILL POPPY BOWL** - To the Unit in Department submitting the best Poppy program including participation in one or more Poppy contests.
The American Legion Auxiliary adopted the red poppy as our memorial flower in 1921, and, in 1924, in conjunction with The American Legion, instituted the national Poppy Program to protect the memorial poppy from becoming commercialized. Each year, American Legion Auxiliary members distribute millions of poppies in exchange for contributions to support active-duty military, veterans and their families. The poppy is distributed at various times of the year, especially around veteran-related holidays. Have you ever wondered what those contributions can and cannot be use for? If so, the information below will assist you and your unit members with any questions that might arise.

Poppy funds MAY be used for the following (per American Legion Resolution 20 of May 2013):

- Rehabilitation of veterans honorably discharged from the United States Armed Forces after April 6, 1917.
- Welfare of the families of veterans of the above named period.
- Rehabilitation of hospitalized service personnel returning home and awaiting discharge who require treatment in service hospitals.
- Welfare of all veterans, active-duty military personnel, and the families of veterans and active-duty military personnel of the above-named period where financial and medical need is evident.
- Funds collected prior to May 8, 2013, may not be used for active-duty servicemembers or families.
- Funds collected on or after May 9, 2013, may be used for active-duty servicemembers or families.
- Funds collected on or after May 9, 2013, may be used to purchase poppy kits and supplies to make symbolic poppies and poppy items that will be distributed for donations to the Poppy Fund.
- Use of Poppy Funds is allowable for care packages only when it is for a welfare need, as opposed to a comfort need, such as first aid topical treatment or vital hygiene items and not comfort/leisure items such as baked goods or books.

Poppy funds MAY NOT be used for the following:

- Any general operating fund.
- Any community service project that does not strictly benefit the welfare of an individual veteran/military servicemember of the welfare of his/her immediate family and dependents.
- Investments that would bring profit to the unit.
- General maintenance/beautification projects to The American Legion/American Legion Auxiliary facilities.
- POW/MIA program.
- Membership, including other veteran support organizations such as Gold Star Mothers.
- Contributions to, or payouts from, the Auxiliary Emergency Fund.
- ALA Girls State/Girls Nation.
- Flags or flagpoles.
- Shipping of care packages to active-duty military.
- Scholarships which do not restrict eligibility solely to military servicemembers or their children, or where the financial need is not evident.
- Mileage, travel or lodging expenses; registration of conference fees; or costs incurred by a person - including ALA members, volunteers and staff – to attend any meeting, conference or event about veterans.
- Attire or uniforms used by volunteers in promoting or conducting ALA program activity or business.