



AMERICAN LEGION AUXILIARY
Department of Ohio

2011-2012
POPPY
PLAN OF ACTION

Department of Ohio Poppy Committee

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REPORT DUE : May 31, 2012

SEND REPORT TO : Carol Knapp
1114 Gulf Road
Elyria, Ohio 44035-1714



Shining Stars
Vi Grzybowski
2011-2012 Department President

POPPY

2011-2012

Our National Poppy Committee's Plan of Action states the purpose of this Committee is to honor our veterans for their service and sacrifice by promoting and educating the Poppy's history and the financial benefit realized by our nation's veterans as a result of this distribution.

The Department's Objectives for the Poppy Program are listed below. These objectives and associated action steps detail how and what Units can do to have a successful Poppy Program and in turn help the Department reach its objectives.

There is no better way to honor and remember our “**Shining Stars**”; those selfless, brave men and women who served our country. The Poppy Story is the vital tool we can use to help all of our citizens understand; and by understanding, support the mission of the Poppy. To better serve our veterans who need our assistance, we must raise our revenues to keep up with the escalating costs of meeting their needs. By increasing awareness of the history of the Poppy we can accomplish this goal. Ignorance may be bliss, but knowledge is power. We have many tools available to us to spread the knowledge. Units, let's use these “power” tools and make sure we are serving EVERY veteran who made such a huge sacrifice for us.

OBJECTIVES

1. **OBJECTIVE** – Promote/circulate the history of the poppy and significance of its distribution.

Action Steps:

- a. Distribute promotional/supplemental poppy materials to include *In Flanders Field* poem, how the collected monies are used, Poppy Program Media Fact Sheet, Poppy Fact Bookmarks, How to Maximize Your Contributions page.
- b. Work with Unit Public Relations Committee to send PSAs (Public Service Announcements) to newspapers prior to Memorial Day distribution explaining the mission of program and locations of distribution. Sample PSA available on American Legion Auxiliary Website.
- c. Encourage participation in the Poppy Poster Contest in your schools for grades 2nd through 12th; and Special Needs Students.
- d. Create local coloring contests or poster contests for children in Kindergarten and first grade to prepare them for future Poppy Poster Contests..
- e. Encourage participation in the Miss Poppy Contest, ages 6-12 and 13-18.

2. **OBJECTIVE** – Increase Unit Poppy revenues

Action Steps:

- a. Encourage and educate all Unit and Departments to participate in the Poppy Program for generating funds to be used for veterans.
- b. Partner with local businesses to gain more distribution opportunities and community awareness.

- c. Have resource materials on hand during distribution. Resource section and Emblem Sales have available information.
- d. Utilize media outlets to publicize information about distribution and history of Poppy Program.
- e. Encourage Departments to allow Units to distribute poppies many times throughout the year.

IMPORTANT POPPY PROGRAM DATES

December 31, 2011	Poppy order deadline date
January 20, 2012	Poppy Usage Contest
January 20, 2012	Junior Poppy Usage Contest
April 15, 2012	Poppy Shop Open House
May 1, 2012	Unit Poppy Award due to Carol Knapp
May 1, 2012	Poppy Poster Contest due to Carol Knapp
May 1, 2012	National Miss Poppy Scrapbook due to Carol Knapp
May 31, 2012	Poppy Scrapbook "Shelly Riggs Plaque" due to Carol Knapp
May 31, 2012	<u>GREEN REPORT in the hands of Carol Knapp</u>

All orders must be post marked by December 31, 2011 to qualify for the Department Citation of Merit and must be ordered through the Department of Ohio. This encourages the "Ohio Hand Made Poppy" thus retaining veteran workers in Ohio. Orders will be filled "first in – first out". Be sure to order early so we can keep the workers busy. The cost of Poppies is indicated on the Poppy Order Form. Make sure to order enough to create your Poppy corsages and centerpiece.

KEYS TO A SUCCESSFUL POPPY PROGRAM

Order poppies EARLY – Deadline is December 31, 2011, for the Citation of Merit. (ONLY ORDERS THROUGH THE DEPARTMENT OF OHIO QUALIFY FOR THE CITATION OF MERIT).

Contact local Elementary Schools – Ask teachers to have a Poppy Poster Contest and give certificates to the students for their efforts.

Choose Miss Poppy Contestants – Give a Junior Member the opportunity to participate in this wonderful program.

Make Poppy Usage photos – Bring to Department of Ohio Mid-winter (Jan. 20-21) for members to select Ohio's best to be taken to the Awareness Assembly in Washington DC.

Attend Poppy Shop Open House – April 15, 2012 Ohio Veterans home in Sandusky. Bring your Little Miss Poppies and/or Master Poppies to celebrate a rewarding year.

Select your Poppy Distribution Sites – Send letters to all Legion Family Members asking them to help in Poppy distribution days. Be sure to use as many Juniors, SAL and Legionnaires as possible.

Contact the Media – Get a Proclamation signed by your City Officials and put them into your local newspaper with any article and/or pictures to advertise your Poppy Days and be sure to include in your article where the funds are used.

Display Poppies – ALL year, using donated monies to care for the needs of our disabled and hospitalized Veterans.

UNDERSTANDING RESTRICTED FUNDS

The funds collected from Poppy distribution are **restricted** and may only be used for the rehabilitation of discharged veterans and the welfare of their families as well as for servicemen and women returning home and awaiting discharge from service hospitals. (Remember, Veteran Affairs and Rehabilitation assessments may also be taken from this fund).

AWARDS

DEPARTMENT

POPPY USAGE CONTEST – All Units to participate in a Poppy Usage Contest, to be held at the Mid-Winter Conference. The entries are designs of your choosing using official ALA poppies and may be any of the following nature: wreaths, centerpieces, corsages, tray favors, etc. This will be an opportunity for you to share with other Units your creative ideas on how they can use their poppies. Attendees of the Conference will vote by a \$1.00 contribution per vote. The top 5 winners will receive a prize. Pictures will be taken and an 8 x 10 photo of each will be submitted to National for the contest to be held at the Awareness Assembly in Washington, DC. The winner of the photo Poppy Usage Contest will be published in the National *Auxiliary* magazine. ALL proceeds will go to the National Creative Arts Festival.

UNIT POPPY AWARD – The Unit Poppy Chairman in each class reporting their Best Unit Poppy Program will receive an award at the Pre-Convention meeting on July 6, 2012.

1. Each entry should cover all phases of the Poppy Program as described in the Plan of Action – **Most Outstanding Overall Poppy Program**.
2. Entries must be typewritten in narrative form, not to exceed 1,000 words with cover page that includes: Unit name and number, address, District number, Department name, name of Unit Poppy Chairman, date and word count.
3. Must be postmarked by **May 1, 2012** to: Department Poppy Chairman Carol Knapp, 1114 Gulf Road, Elyria, Ohio 44035-1714.
4. Winning entry will be forwarded on for National judging.

THE SHELLY RIGGS PLAQUE – “BEST ALL-AROUND POPPY PROGRAM” – This plaque will be awarded to the Unit submitting a SCRAPBOOK based on the “Best All-Around Poppy Program”; emphasizing the Plan of Action criteria. The plaque will be presented on the Department of Ohio convention floor July 7, 2012.

1. This SCRAPBOOK must be 8 1/2”x11” with cover page that includes: Unit name and number, address, District number, Creator’s name and date. It should contain photos, articles, newspaper clippings and a 250 word essay on how your Unit promoted “our” Poppy.
2. ALL SCRAPBOOKS will be returned at Department Convention or given to the District President for its safe return.
3. Delivered, (*this means in the Chairman’s hands*), by **May 31, 2012** to: Department Poppy Chairman Carol Knapp, 1114 Gulf Road, Elyria, Ohio 44035-1714.

NATIONAL

NATIONAL POPPY POSTER CONTEST – Units shall sponsor contests in local schools. Schools that do not conduct activities, other youth groups, including junior members, may participate under direct supervision of the Unit. The Unit chooses their winning entry and submits it by **May 1, 2012** to: Department Poppy Chairman Carol Knapp, 1114 Gulf Road, Elyria, Ohio 44035-1714

Contest Classes are:

Class I	Grades 2 & 3	Class II	Grades 4 & 5
Class III	Grades 6 & 7	Class IV	Grades 8 & 9
Class V	Grades 10 & 11	Class VI	Grade 12

Class VII Special Needs Students as defined:

- a. Those students in special education classes.
- b. A student recommended for special education classes, but who had not been admitted due to waiting list or various other casual factors.
- c. 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:

1. Each poster shall have a fitting slogan not to exceed ten (10) words. Articles “a, and, an, the” are not to be counted as words. The words “buddy” and “buy” cannot be used.
2. The words “**American Legion Auxiliary**” must be used in the design of the poster and will not be counted in the ten (10) word count.
3. Each poster must carry a picture of the Flanders Poppy in the correct color (*four red petals with a center of green and black*).
4. The poppy shall have four petals and no leaves.
5. The Department shall determine the closing date of the Unit contest.
6. The poster shall be 11x14 poster board. (**Drawing paper will not be accepted**).
7. The United States Flag may be used as long as there are no infractions of the flag code.
8. Posters will be judged using the following criteria:
 - a. 50% - Poster appeal (layout, message, originality)
 - b. 40% - Artistic ability (design and color)
 - c. 10% - Neatness
9. Media used shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils and markers.
10. Written in ink, attached to the back of the poster (by tape or Post It note), 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.
11. The poster shall be the work of only one individual.
12. No humorous drawings or slogans shall be used.
13. The label “In Memoriam” from the veteran-made poppy may not be used.
14. When the Holy Cross is used, the Star of David shall also be used.

Judging and Awards

1. Each Unit shall establish its own judging procedure.
2. All entries are due to the Department Chairman by **May 1, 2012**.
3. An Award to be determined by the Department Chairman will be given for the best poster in each of the five classes at the Department Convention in July, 2012. (*\$25.00 shall be given for the most outstanding poster in each classification within the five Divisions by National*)
4. Certificates will be given to all participants at the Department Pre-Convention meeting.
5. An award will be given to the First Place winners in each classification at the Department Pre-Convention meeting.

UNIT POPPY PROGRAM AWARD – Refer to the Department Unit Poppy Program Award. A plaque will be presented to a Unit Chairman in each division reporting the Most Outstanding overall program.

1. Be sure you adhere to the postmark date of **May 1, 2012** – this is a must, as the overall winning entry will be forwarded on to the Divisional Chairman.

NATIONAL CHAIRMAN’S CHOICE AWARD – There will be a **Poppy Usage** winner chosen at the Awareness Assembly in Washington D.C.

NATIONAL MISS POPPY CONTEST – Two Categories: Little Miss Poppy – Ages 6-12, Miss Poppy – Ages 13-18

1. Entrant must be between 6-12 of age or 13-18 years of age and a **Junior Member** of the American Legion Auxiliary.
2. Promotional activity of the Poppy Shop must be through the American Legion and the American Legion Auxiliary and the community.
3. Selection of Miss Poppy is at the discretion of the Unit.
4. Narrative report, not to exceed (100) words on the “Memorial Poppy” must be submitted.
5. Entrant must submit a Miss Poppy Scrapbook (8 ½ x 11) containing photographs and clippings illustrating how she promoted the American Legion Auxiliary poppy.
6. Due date is **May 1, 2012** and must be sent to: Department Poppy Chairman Carol Knapp, 1114 Gulf Road, Elyria, Ohio 44035-1714.

Each category will be judged on the following criteria:

1. Costumes 33.3%
2. Promotion of the Poppy Program 33.3 %
3. Publicity of poppy activities 33.3%
4. Miss Poppy (6-12) and Miss Poppy (13-18) winners will be invited to appear at the National Convention following her selection and if she so chooses, will travel at her own expense.

NOTE: DUE DATES ARE A MUST! It is imperative that the Dept. Chairman receives the Unit’s submitted documents **by** the listed due dates.

RESOURCES

Unit Handbook-Restricted Fund usage, Poppy facts, supplies for Poppy Days, suggested activities and publicity for Poppy Days. Handbook is available through Legion Flag and Emblem Sales. (1-800-452-4466 or www.emblem.legion.org).

Poppy Volunteer Guide-an eighteen page booklet that gives the history of the Poppy program, answers most frequently asked questions and offers tips on organizing, planning and conducting a successful Poppy campaign. Emblem Sales-#355.203 \$2.95

Poppy Certificates- can be given in recognition to business or volunteers Emblem Sales-#333.120 \$1.00 each or \$75.00 for a pack of 100

Thank You for Caring Leaflet - can be distributed to the public. It tells the poppy story and lists the eligibility requirements for membership. (Soon to be available on-line.)

Flanders Field Poem: www.ALAforVeterans.org/files/poppy_story_flandersFiled.doc

ALA Public Relations Guide: www.ALAforVeterans.org/publicrelations/

Poppy Preview-this pamphlet has information in how to promote Poppy Days. It provides sample news releases, public service announcements and proclamations. (Available through Department Headquarters).

Poppy Bookmark: www.alaohio.org under Poppy Program resources

Poppy Images: www.alaohio.org under Poppy Program resources

Poppy Media Release: www.alaohio.org under Poppy Program resources

Poppy Information Sheet: www.alaohio.org under Poppy Program resources

Story of In Flanders Field: www.alaohio.org under Poppy Program resources

In Flanders Fields Bookmark: www.alaohio.org under Poppy Program resources

Poppy Letter to Members (2): www.alaohio.org under Poppy Program resources

Annual Report Form (Green Report)-Refer to attached copy will be sent in later bulk mailing.