



Department of Ohio Plan of Action



POPPY

CHAIRMAN

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REPORT DUE :
April 15, 2016

CITATION OF MERIT



REQUIREMENT

SEE BACK SIDE FOR REPORT FORM & NARRATIVE INFORMATION

Department of Ohio Plan of Action

2015 – 2016 Department Report Form

This form should be attached to each narrative that is submitted for information, Citation of Merit requirements and possible Department award. Please fill out the information as completely and accurately as possible. If a Unit only completes this form and does not do a narrative, they will still receive credit as having completed a report. However, if the report shows all zero's or blank information this will not qualify as an actual report.

Please complete the following. Be sure to give the complete name of your Unit.

District # _____ Unit # _____ Membership Goal _____

Full Official Name _____

Unit President/Chairman (circle one) Name: _____

Phone Number: (____) _____ Email: _____ Member ID # _____

Specific Award Name (if applicable) _____

PROGRAM:
POPPY

CITATION OF MERIT



REQUIREMENT

Answer the following Questions or include answers in your narrative and fill in the boxes at the bottom

- How did you promote the Poppy Program? _____
- How did you increase poppy revenue? _____
- How did you increase the number of poppy makers in your department? _____
- How did you promote the Poppy Poster Contest? _____
- How many posters were submitted? _____
- How did you promote Little Miss and Miss Poppy? _____
- How many girls participated in Little Miss and Miss Poppy? _____

Total Number of Volunteers	Total Number of Jr. Volunteers	Total Number of Volunteer Hours	Total \$\$ Spent to Promote Program	Total Number of Veterans Served	Total \$\$ Raised for Poppy Program
			\$		

If you would like to be considered for a Department or National Award attach your narrative to this report form. Follow all criteria when composing your Unit Program Narratives. Criteria for ALL narratives are as follows:

Narrative must be typed written in narrative form.

Narrative must not exceed 1,000 words. (Can be fewer words if program dictates)

Narrative may include photographs and news articles.

Optional-A copy of your Unit ALA Impact Form (Only necessary if it is required based the Plan of Action Directions)

Report Deadline: April 15, 2016

Narrative Deadline: April 15, 2016

MAIL TO DEPARTMENT POPPY CHAIRMAN
Kathy Heichel, 513 Ross Road, Bellville, Ohio 44813

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POPPY

What is this program, and why do we have it?

The Poppy Program was designed to promote and educate people about the history of the poppy, and to make them aware of the sacrifices of our veterans.

What can you do?

1. Promote the Poppy Program and increase poppy revenue.

Ideas:

Member

- Contact local businesses for permission to distribute poppies on their premises. Make sure you have permission for liability purposes; in some instances, permits are required.
- 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.

Unit

Order your poppies from Department by Dec. 30, 2015.

- 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.

Department

- Distribute material and make it available to members. Poppy tools are available at www.ALAforVeterans.org.
- Organize a department poppy drive with The American Legion Family. Encourage The American Legion, Sons of The American Legion, Riders, and Junior members to make sure poppy distribution rules are available at your department headquarters for members.
- Publish material for units in your departments to send to organizations and businesses to foster positive relationships and encourage their owners to promote the poppy.
- Have your department leaders promote the Poppy Program by writing letters to community leaders and hold a Poppy Making Day. Teach your leaders about the poppy’s symbolism and how the poppy can build positive relationships.

2. Increase the number of poppy makers in your department.

Member

- Set up meetings with recreational and occupational therapists at local Veterans Affairs medical centers (VAMCs), Community Based Outpatient Clinics (CBOCs) or community hospitals to incorporate poppy making into their therapy programs.

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Unit

- Distribute “How to Recruit New Poppy Makers” promotion information. See resource section in this Plan for information.
- Partner with The American Legion to recruit poppy makers within their post homes and departments.
- Post information on “How Veterans Can Make Money by Making Poppies” in local VA homes, medical centers, clinics nursing homes and other community organizations that house and care for veterans.

Department

- Inform veterans that those enrolled in department poppy production will be paid for each poppy completed, as outlined in department agreement with the facility (if applicable).




Reporting

Mid Year : A narrative about what you have done on usage and displays or programs your unit has done to this point. **Send to: Kathy Heichel Department Chairman. DEADLINE: December 15, 2015**

NATIONAL AWARDS

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 -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
 - i. 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.
 - ii. The words “American Legion Auxiliary” must be used in the design of the poster and will not be counted in the 10-word count.
 - iii. Each poster must include a picture of the red Flanders Field poppy.
 - iv. The department shall determine the closing date of the unit contest. The poster shall be on 11x14” poster board. (Drawing paper will not be accepted).
 - v. The United States flag may be used as long as there are no infractions of the flag code.

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- vi. Posters will be judged using the following criteria:
 - 50% -- poster appeal (layout, message, originality)
 - 40% -- artistic ability (design and color)
 - 10% -- neatness
- vii. Media used shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils and markers.
- viii. 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.
- ix. 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.
- x. The poster shall be the work of only one individual.
- xi. No humorous drawings or slogans shall be used.
- xii. The label "In Memoriam" from the veteran-made poppy may not be used.
- xiii. When the Holy Cross is used, the Star of David also shall be used.

Poppy Poster Contest Judging and Awards

1. Each department shall establish its own procedure for judging.
2. A citation will be given for the most outstanding poster in each classification within the five divisions.
3. **All Unit entries are due to the Department Poppy Chairman Kathy Heichel by April 15, 2016.**
4. 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.

National Miss Poppy Contest

Two Categories: Little Miss Poppy (Ages 6-12)
 Miss Poppy (Ages 13-18)

1. Participant **must** be between 6-12 years of age or 13-18 years of age and **be a Junior member in good standing of the American Legion Auxiliary.**
2. Promotional activity of the Poppy Story must be through The American Legion, the American Legion Auxiliary and the community.
3. Selection of Miss Poppy is at the discretion of the unit.
4. Participant must submit a Miss Poppy Scrapbook (8½"x11") containing photographs and clippings illustrating how she promoted the American Legion Auxiliary poppy. 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.
 - a. Criteria for judging Miss Poppy Scrapbook entries:
 - i. Costume (there is no specific dress code or particular dress color for Miss Poppy).
 - ii. Promotion of the Poppy Program: What did you share? What did you do?
 - iii. Publicity of poppy activities (newspapers, radio/TV, etc.).
 - iv. Narrative report on "What I have Learned Being Miss Poppy."
 - v. Narrative report on "Memorial Poppy" not to exceed 100 words.

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- vi. Memorial Poppy must be visible in all promotion and publicity submitted.
- vii. Neatness and creativity.
- viii. Cover page to include member name, unit name, age division, and year.
- ix. Judging scale should be 1 through 10 for each area of judging for entire entry.
5. Little Miss Poppy (age 6-12) and Miss Poppy (age 13-18) winners will be invited to appear at the 2016 National Convention in Cincinnati, Ohio, immediately following her selection and, if she so chooses, will travel at her own expense. Winners of the National Miss Poppy contest each will receive a citation plaque.
6. Submit the name, address, unit and department of the contestant to the Department Poppy Chairman by **April 15, 2016. Kathy Heichel 513 Ross Road, Bellville, Ohio 44813.** 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.

Additional Resources You Can Use

1. Related materials and information can be found on the Poppy page of www.ALAforVeterans.org under Poppy Tool Kit.
2. American Legion Auxiliary Unit Handbook
3. Poppy seed packets for Poppies Across America can be purchased at America Meadows www.AmericanMeadows.com, 802-951-5812 or at a local garden shop.
4. www.Pinterest.com/alaforveterans: Instructions on how to make the felt poppy corsage.
5. For information on proper usage of the American Flag, please see www.legion.org to view the Flag Code information.
6. For "How to Sheets" go to the Poppy Page at www.ALAforVeterans.org:
 - a. Increase the number of poppy makers in each department
 - b. Poppy Usage Contest (formerly known as the Poppy Corsage Contest)
 - c. Promote membership using the Poppy Program
 - d. Obtaining a Mayors or Governors Poppy Day proclamation.
 - e. Promote the history of the poppy and the significance of its distribution
 - f. Increase unit poppy revenues

DEPARTMENT AWARD INFORMATION & DEADLINE

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 own 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. All money collected will go to the National Veterans Creative Arts Festival. The top 5 winners will receive a prize. An 8 x 10 photo of the one that collected the most votes/money will be submitted to National. The photo of the entry that brought in the most money from each Division will be highlighted in Buckeye Messenger. If your Unit does not have anyone attending Mid-Winter and you have an entry; please try to send it with someone from another Unit that is attending. Each Unit should be collecting money or have a fundraiser for the Creative Arts Festival and send to Department.

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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 at Department Convention.

Each entry should cover all phases of the Poppy Program as described in the Plan of Action – **Most Outstanding Overall Poppy Program.**

1. Entries must be in narrative form, not to exceed 1,000 words with that includes: Unit name and number, address, District number, Department name, name of Unit Poppy Chairman, date and word count and be attached to the **2015-2016 Department Report Form.**
2. Must be postmarked by **April 15, 2016** to: **Department Poppy Chairman Kathy Heichel 513 Ross Road, Bellville, Ohio 44813.** Winning entry will be forwarded on for National judging.

The Shelley 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.

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, 2016** to: **Department Poppy Chairman Kathy Heichel, 513 Ross Road, Bellville, Ohio 44813**