



# Department of Ohio Plan of Action



## POPPY

### CHAIRMAN

Gail Roddy  
160 Ravenna Street  
Hudson, Ohio 44236-3465  
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### CITATION OF MERIT



### REQUIREMENT

**REPORT DUE : April 15, 2018**

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, <b>they will still receive credit as having completed a report.</b> 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 _____	Membership Total As of Report _____		
Name of Person Completing Report:			Unit Chair.	_____	Unit Pres.
Phone # _____	Email _____	Membership ID (if available)		_____	_____
Specific Award Name(if applicable)					

- 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.

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

- How did your members promote the Poppy Program? \_\_\_\_\_
- How did your members increase poppy revenue? \_\_\_\_\_
- How did your unit promote the Poppy Poster Contest? \_\_\_\_\_
- How did your unit promote Little Miss and Miss Poppy? \_\_\_\_\_

Total Number of Volunteers	Total Number of Jr. Volunteers	Total Number of Volunteer Hours	Total \$\$ Spent to Promote the Poppy Program	Total Number of Poppies Ordered	Total \$\$ Raised for Poppy Program
			\$		\$

**Narrative Deadline: April 15, 2018**

**MAIL TO DEPARTMENT POPPY CHAIRMAN**

Gail Roddy, 160 Ravenna Street, Hudson Ohio 44236-3465

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## POPPY

Welcome to our year of serving our Veterans, their families and our communities. No greater *challenge* can we have then to provide the necessary means to *strengthen the bonds* for those who have served and those still serving.

It will be our *responsibility* to educate the public in the significance of our Poppy Program and how our Poppy Distribution funds see that we are '*making our Veterans wishes come true.*'©

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

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 links us to our mission in the eyes of the public, which relates to the National Goal 5 of the 2014-2019 ALA Centennial Strategic Plan.

### **Poppy Contest and Awards Deadlines and Submission Requirements:**

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our department/national success story:

- 1) Please follow instructions as you fill out the Narratives and Awards Cover Sheet in this Poppy Program Action Plan.
- 2) Provide details/examples about the activity as outlined in the award's materials and guidelines section.
- 3) Submit as indicated in the Annual Supplement to the Poppy Program Action Plan.

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.
- Send a *thank you* to businesses that allow distribution. Consider using the Poppy Poster thank you cards, available through Emblem Sales, for your communication.
- 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

- Educate your community about how funds collected help veterans.
- Contact local legislative offices to announce poppy distribution days and request proclamation declaring Poppy Days in your community.
- Deliver poppies to local media outlets (television, newspaper and radio) along with facts about where

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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.

2. Celebrate National Poppy Day and educate your community on the meaning & the history of the poppy.

Ideas:

Member

- Search Pinterest.com for ideas of items you could distribute alongside red crepe paper poppies, like Spritz cookies.
- Send a bouquet of poppies and bookmarks to school with your child.
- Make a poppy wreath for the door of your home, office or school.
- Collect donations at your workplace/hair salon/doctor's office to donate to the Poppy program.
- Tell your story on Facebook of who your poppy represents or remembers on National Poppy Day. Do not forget to tag with #Poppy Day #Legion Family.

Unit

- Talk to leaders of nearby posts and units to make sure key areas in your community are covered with organizing a poppy distribution at local Memorial Day ceremonies. Make sure to wear your Auxiliary branded apparel.
- Invite a local dignitary to lay a poppy wreath at a memorial in your community and invite unit members to be present. Consider singing patriotic songs or other ways to involve your unit members.

### Poppy Reporting:

#### Mid-Year Reports

Mid-Year reports reflect the program work of units in the department, and are intended as an opportunity for mid-year correction. Each Unit Poppy chairman is required to submit a narrative report by **December 15, 2017** to the Department Poppy Chairman Gail Roddy.

#### Year-End Reports

Annual reports reflect the program work of units in the department, and may result in a national award for participants if award requirements are met. Each Unit Poppy chairman is required to submit a narrative report by **April 15, 2018** to the Department Poppy Chairman Gail Roddy.

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## Department Awards

### Poppy Usage Contest

- All Units, the Poppy Usage Contest will be held at the Mid-Winter Conference January 19-20, 2018. The entries are designs of your own choosing using official ALA poppies and it may be any of the following nature: wreaths, centerpieces, corsages, tray favors, etc. This is an opportunity for you to share with other Units your creative ideas. Attendees at the Conference will vote by a \$1.00 contribution per vote.
  - All money collected will go to the National Veterans Creative Arts Festival.
  - A photo of the entry that brought in the most money will be highlighted in the Buckeye Messenger.
  - If your Unit has an entry, but no one is coming to Mid-Winter, try to send with a Unit who is attending.
  - Each Unit should have a fundraiser for the Creative Arts Festival with sending those monies collected to Department Headquarters.

### Unit Poppy Award

- The Unit Poppy Chairman in each class reporting their Best Unit Poppy Program will receive an award at Department Summer Convention.
  - Each entry should cover all phases of the Poppy Program as described in the Plan of Action - ***Most Outstanding Overall Poppy Program***.
  - Each entry must be typewritten in narrative form, not to exceed 1,000 words with cover page to include Unit name and number, address, District number, Department name of Poppy Chairman, date and word count.
  - **Narrative Deadline: April 15, 2018.** Send to: Gail Roddy, Department Poppy Chairman, 160 Ravenna Street, Hudson Ohio 44236-3465.

### The Shelley Riggs Plaque - *Best All-Around Poppy Program*

- This plaque will be awarded to the Unit who submits a **SCRAPBOOK** based on the 'Best All-Around Poppy Program' with emphasis on the Plan of Action criteria. The plaque will be presented at the Department Summer Convention.
  - This **SCRAPBOOK** must be 8-1/2" x 11" with cover page to include 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 Program.

-- **NOTE:** All **SCRAPBOOKS** will be returned at Department Summer Convention or given to the District President for its safe return.

-- Scrapbook with Narrative Deadline: **May 31, 2018.**

Send to: Gail Roddy  
Department Poppy Chairman  
160 Ravenna Street  
Hudson, Ohio 44236-3465



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## National Awards

### A. Poppy Poster Contest

- Each Unit is asked to sponsor a Poppy Poster Contest in their local schools or with Junior members. The Unit chooses their winning entry and must send it by **April 15, 2018** to:  
Gail Roddy, Department Poppy Chairman, 160 Ravenna Street, Hudson Ohio 44236-3465.

Contest classes are:

Class I	Grades 2 & 3	Class IV	Grades 8 & 9
Class II	Grades 4 & 5	Class V	Grades 10 & 11
Class III	Grades 6 & 7	Class VI	Grade 12
		Class VII	Students with *Special Needs

\* Special needs is defined as those students in special education classes or on a waiting list to enter such a class; a student with an identified disability but not in a special education class for reasons other than wait listing.

- Poppy Poster Requirements
  1. Each poster shall have a fitting slogan not to exceed ten (10) words. The articles 'a, and, an, the' are *not 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 (10) word count.
  3. Each poster must include a picture of the red Flanders Field poppy.
  4. The poster shall be on 11"x14" poster board. (Drawing paper will not be accepted).
  5. The United States flag may be used as long as there are no infractions of the flag code.
  6. Judging Criteria
    - 50% - Poster Appeal (layout, message, originality)
    - 40% - Artistic Ability (design and color)
    - 10% - Neatness
  7. Media used shall be watercolor, crayon, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils or markers.
  8. *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.
  9. Submissions become the 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.
  10. The poster shall be the work of only one individual.
  11. The label 'In Memoriam' from the veteran-made poppy *may not be used*.
  12. 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.
  13. Submissions become the property of the American Legion Auxiliary

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### B. Miss Poppy Contest: Little Miss Poppy (Ages 6-12)

- Participants must be between six and 12 years of age and be a Junior member in good standing of the American Legion Auxiliary.
- Promotional activity of the Poppy story must occur through the American Legion, the American Legion Auxiliary and the community.
- Selection of Little Miss Poppy is at the discretion of the Unit.
- A Miss Poppy Scrapbook (8-1/2" x 11" format) must be submitted containing photographs and clippings illustrating how she promoted the American Legion Auxiliary poppy in her community. 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.
- Judging Scrapbook criteria:
  - Costume (no specific dress code or particular dress color).
  - Promotion of the Poppy Program - What did you share and do?
  - Publicity of Poppy activities (newspapers, radio/TV, etc.)
  - Narrative report on 'What I Have Learned Being Miss Poppy.'
  - Essay on 'Memorial Poppy' not to exceed 100 words.
  - The memorial poppy must be visible in all promotion and publicity submitted.
  - Neatness and creativity.
  - Cover page to include member name, unit name, state, age division and year.
  - Judging scale will be 1 through 10 for each area of entire entry.
- The Little Miss Poppy (age 6-12) winner will be invited to appear at the ALA National Convention, immediately following her selection, and if she so chooses, will travel at her own expense.
  - Winners of the Little Miss Poppy contest each will receive a citation plaque.

### C. 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.'
  - The entry must be typewritten in narrative format not to exceed 1,000 words.
  - 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.

*Be sure to adhere to the due date of April 15, 2018 to the Department Chairman*

#### Resources for a GREAT Poppy year

- ALA Unit Guide Book - Emblem Sales Item 355.200 - \$9.95
- ALA Poppy Program Guide - Emblem Sales Item 355.218 - \$1.95
- 2017 Emblem Sales Catalog - pages 138-139 - other Poppy Supplies/Awards
- How to Sheets through Poppy Page [www.alaforveterans.org/Programs/Poppy](http://www.alaforveterans.org/Programs/Poppy)
  - ▶ How to increase Poppy Revenues
  - ▶ How to promote Membership through Poppy usage
- Poppy seed packets for Poppies Across America can be purchased at [www.AmericanMeadows.com](http://www.AmericanMeadows.com) and/or 877-309-7333 or at a local garden shop.
- The National Poppy Facebook group, search 'ALA Poppy.'

▶ Have a great year and take our *challenge* now to have a successful Poppy Program! ◀

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## American Legion Auxiliary National Report and Award Cover Sheet

Please note, your narrative will also be viewed as an award entry.

Complete the following if you are applying for a member award. Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below:

Unit #: \_\_\_\_\_ Full official Unit name: \_\_\_\_\_

Name of state where you are a member: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA Member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone Number: ( ) \_\_\_\_\_

Nominator's email address: \_\_\_\_\_

National Committee sponsoring award: \_\_\_\_\_

Type of Award:       Department       Unit       Member

Name of the award you are applying for: \_\_\_\_\_

For a Unit award or to submit a year-end Unit narrative report, please complete this section. Be sure to give the complete name of your Unit. The award certificate will be prepared using the information you include below:

Unit #: \_\_\_\_\_ Full official Unit name: \_\_\_\_\_

Name of Department: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Above listed person's ALA member ID#: \_\_\_\_\_ Phone number: ( ) \_\_\_\_\_

Email address: \_\_\_\_\_

For a Department award or to submit a year-end Department narrative report, please complete this section:

Name of Department: \_\_\_\_\_

Name of Department chairman: \_\_\_\_\_

Chairman's phone number: ( ) \_\_\_\_\_ ALA member ID: \_\_\_\_\_

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## American Legion Auxiliary National Report and Award Cover Sheet

**PLEASE BE AWARE THE AWARDS AND REPORTING PROCESSES HAVE CHANGED. READ THE FOLLOWING INFORMATION CLOSELY TO ENSURE THAT YOU HAVE SUPPLIED ALL NEEDED INFORMATION.**

**Member:** The National Report and Award Cover Sheet should be attached if you are reporting. Submission may make you or your unit/department eligible for a national award.

**Department Chairman and Unit Chairman:** This cover sheet should be attached to each narrative submitted as a year-end report or if you are applying for a department or unit national award.

- Send all award entries/year-end narrative reports to the appropriate program's division chairman unless otherwise noted in the Annual Supplement to the Programs Action Plan.
- All year-end narratives will be judged as award entries.
- Award winners are announced in the respective committee "pre-con" meeting prior to the start of ALA National Convention. All awards will be mailed to the winners' department headquarters at the close of ALA National Convention.

**To all submitting this form:**

Submissions become property of the American Legion Auxiliary National Headquarters. Through submission of reports and award entries, the submitter grants nonexclusive reproduction and publication rights to the materials submitted, and agrees to have their names and submission published for ALA use or commercial use without additional compensation or permission.

Please fill out the information as completely and accurately as possible. Award certificates will be completed using the information given on this sheet, so please be sure to complete the form in its entirety. For your convenience, a fillable version of this form is available online at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

For the award for which you wish to be considered, please refer to the 2017-2022 Programs Action Plan at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for the specific criteria such as photographs, narrative length, submission deadline, and point of contact. Please include all required documentation along with your submission of the National Report and Award Cover Sheet. All awards will be mailed to the department office after ALA National Convention. Department presidents may wish to recognize award recipients by presenting them with the award at a department function.



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## American Legion Auxiliary National Report and Award Cover Sheet

Please note, your report will also be viewed as an award entry.

**Complete the following if you are applying for a member award.** Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of state where you are a member: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_) \_\_\_\_\_

Nominator's Email address: \_\_\_\_\_

National committee sponsoring award: \_\_\_\_\_

Type of Award:      Department      Unit      Member

Name of the award you are applying for: \_\_\_\_\_

**For a unit award or to submit a year-end unit narrative report, please complete this section.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Above listed person's ALA member ID#: \_\_\_\_\_ Phone number: (\_\_\_\_) \_\_\_\_\_

Email address: \_\_\_\_\_

**For a department award or to submit a year-end department narrative report, please complete this section:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_) \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

*Please see your committee's Annual Supplement to the Programs Action Plan to determine where to send this form.*

2017-2018 Annual Supplement: Page 83