



## ***2019-2020 Program Action Plan***

### ***POPPY***

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#### **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.

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

##### **A. Poppy Poster Contest**

- **Deadline: for students to submit to Units – April 15, 2020**
  - All student entries must be sent to Unit Chairman or President postmarked by 5 p.m. CST on deadline listed above.
- **Deadline: for Units to submit to Districts – April 24, 2020**
  - All Unit entries must be sent to District Chairman or President postmarked by 5 p.m. CST on the deadline listed above (Limit one (1) entry per class per Unit)
- **Deadline: for Districts to submit to Department - May 1, 2020**
  - All District entries must be sent to Department chairman postmarked by 5 p.m. CST on the deadline listed above. (Limit one (1) entry per class per District)
- **Rules – See Poppy Poster Contest sheet.**

##### **B. National Little Miss Poppy (No specific costume required on Little Miss Poppy Contest rules) and Department (“Rosie” Inspired) Little Miss Poppy**

- **Deadline: for Little Miss Poppy’s to submit to Units – April 15, 2020**
  - All Little Miss Poppy submissions must be sent to Unit Chairman or President postmarked or emailed by 5 p.m. CST on deadline listed.
  - Submit the name, address, of the contestant with scrapbook.



- **Deadline: for Units to submit to Districts – April 24, 2020**
  - All Unit Little Miss Poppy submissions must be sent to District Chairman or President postmarked or emailed by 5 p.m. CST on deadline listed above.
  - Submit the name, address, of the contestant with scrapbook.
- **Deadline: for Districts to submit to Department Chairman – May 1, 2020**
  - All District Little Miss Poppy submissions must be sent to Department Chairman or President postmarked or emailed by 5 p.m. CST on deadline listed above.
  - Submit the name, address, of the contestant with scrapbook.
- **Rules – See Little Miss Poppy Contest sheet.**

**C. Unit Award: Most Outstanding Unit Poppy Program**

- **Deadline: May 1, 2020**
- **Send to Department Chairman postmarked or emailed by 5 p.m. CST on the deadline listed above.**
- **National Award: Citation Plaque**
- **Materials and guidelines:**
  - 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.

**D. Department Awards: Poppy Contest**

- **Deadline: Members submit to Unit (before Spring District meeting TBA)**
- **Deadline: Units submit to District at Spring District meeting.**
- **Deadline: Districts submit at Department Convention in June.**
- **Rules – See Poppy Contest sheet.**
- **Units submit your Poppy Contest Ranking Results sheet with your Narrative Report to Department Chairman.**
- **Districts bring Poppy Contest Ranking Results sheet with 1<sup>st</sup> place winning submissions to Department Convention in June.**



**Poppy Reporting:**

**As part of your narrative report, please include answers to the following questions:**

- How did your members promote the Poppy program?
- How did your members increase poppy revenue?
- How did your members increase the number of poppy makers in your department?
- How did units promote the Poppy Poster Contest?
- How do units in your department promote Little Miss Poppy?

**Mid-Year Reports**

Please submit a narrative report by December 21, 2019 to the Department Poppy Chairman.

**Year-End Reports**

Please submit a narrative report by May 1, 2020 to the Department Poppy chairman.

***Special 100th Anniversary Program Facts:***

The Remembrance Red Poppy began on Saturday, November 9, 1918, as a memorial to those who sacrificed their lives in WWI, after Ms. Moina Belle Michael read a poem written by Lt. Col. McCrae entitled, "We Shall Not Sleep" (later entitled "In Flanders Field") in the November issue of Ladies Home Journal while she was on duty at the 25<sup>th</sup> Conference of the Overseas YMCA. Ms. Michael's desk was located in a room called GEMOT, a get-together place where servicemen said farewell to family members. She purchased twenty-five poppies and distributed to the businessmen in New York attending the conference.

In her autobiography, "The Miracle Flower", she described how the idea came to her after she read Lt. McCrae's poem. Ms. Michael went on to lead a campaign for the adoption of the poppy as the national symbol of sacrifice and on September 27, 1920, the Red Poppy became the official flower of The American Legion Family to memorialize the soldiers who served during WWI.

For almost 100 years, 100% of the funds raised through the distribution of poppies by American Legion Auxiliary members has exclusively supported active-duty military, veterans and their families. National Poppy Day is celebrated on the Friday before Memorial Day.