

AMERICAN LEGION AUXILIARY DEPARTMENT OF ALABAMA

Poppy Program Engagement Plan 2024 - 2025

The Poppy Program has been a cornerstone of the American Legion Auxiliary for more than 100 years. The red poppy symbolizes freedom and honors the sacrifice and blood shed by troops in times of war.

Purpose: The purpose of the Poppy Committee is to educate ALA members and the public on the significance of the poppy and the program's financial benefit for veterans, military, and their families.

Department Chairman: Linda Snow
121 Northwood Dr, Apt B4
Jasper, AL 35504
(205) 602-4347; lpsnow3431@gmail.com

Committee Members: Sharon Bunton; sharon_bunton@yahoo.com
Jackie Seale; jackie51@bellsouth.net

Unit Reports are due to Department Chairman: May 1, 2025;
Please send a copy of your report to the Department Secretary and your District President.

How to get involved:

1. Promote the ALA Poppy Program and increase Unit revenue.
 - Distribute poppies throughout the year, especially on veteran-related holidays.
 - Wear a poppy to encourage interest and discussion about the poppy.
 - Educate community members as to how funds are collected and used to help veterans, service members and their families.
 - Contact local businesses to ask permission to distribute poppies on their premises. Make sure you have any required permits. Follow up with thank you notes and/or certificates of appreciation to businesses that allow poppy distribution.
 - Collaborate with your American Legion Family to maximize the scope and impact of your poppy distribution.

2. Educate your community on the meaning and the history of the poppy.
 - Use the image and story of the Flanders Field poppy to educate your community about the sacrifices of our military service members and raise awareness of the American Legion Family and its mission.
 - Promote the ALA Poppy Poster Contest in your local schools and youth groups. Poppy Poster Contest rules can be found at <https://www.legion-aux.org/National-Poppy-Poster-Contest>
 - Promote the Little Miss Poppy Contest to Juniors in your unit. Information about the Little Miss Poppy Contest is available at <https://member.legion-aux.org/Member/Awards/Little-Miss-Poppy-Contest>
 - Offer to speak at local civic events about the meaning and significance of the poppy and how Poppy Funds help veterans, servicemembers and their families.
 - Utilize materials provided on the American Legion Auxiliary national website to promote your poppy program.
3. Celebrate National Poppy Day – May 23, 2025.
 - National Poppy Day is always the Friday before Memorial Day.
 - Wear a red poppy.
 - Distribute poppies to friends, co-workers and family and share its significance.
 - Tell the story on social media about National Poppy Day.
 - Distribute National Poppy Day materials.
 - Participate in a local Memorial Day Ceremony.
4. Increase the number of poppy makers in the community.

Set up meetings with recreational and occupational therapists at local U.S. Department of Veterans Affairs medical centers (VAMCs), Community Based Outpatient Clinics or community hospitals to incorporate poppy-making into their therapy programs.
5. Consider using your poppy funds to support one of the American Legion Auxiliary's partners such as Honor Flights or food banks coordinated by the Armed Services YMCA. Visit <https://www.legion-aux.org/poppy-funds>.

National Awards:

Most Outstanding Unit Poppy Program

- Award: Citation Plaque
- Presented to one unit in each of the five divisions. The Award will be announced by the national Poppy Committee in the pre-convention meeting.
- Entries must include a typewritten narrative (either a PDF or Microsoft Word document) covering unit activities and describing the unit's use of the poppy throughout the year. Items that National is emphasizing this year include:
 - 1) How have you promoted the Program and increased revenue?
 - 2) How have you educated your community on the meaning and history of the Poppy?
 - 3) How have you celebrated National Poppy Day?
 - 4) How have you increased the number of Poppy makers in your community?
- Supporting documentation that will give the committee a full picture of the important work the unit has done this year may be uploaded. These files can be photos (JPG, JPEG or TIFs -- no larger than 14MB) or PDF documents.

Department Awards:

- All entries will receive a Certificate.
- The Unit's entry reporting the largest amount of Poppy donations collected from their distribution of poppies will receive special recognition

**30% of your Unit's net poppy proceeds is to be submitted to the Department and designated Poppy Program.*

Other resources and materials:

- The Poppy Program Guide may be purchased from American Legion Flag & Emblem for \$2.99 or downloaded from <https://www.legion-aux.org>.
- The In Flanders Field Poem, Felt Poppy Instructions, Poppy Cookie Recipe, Poppy Days News Release template, a sample Poppy Proclamation as well as other materials may be downloaded from national's website at <http://www.legion-aux.org>.