

Poppy

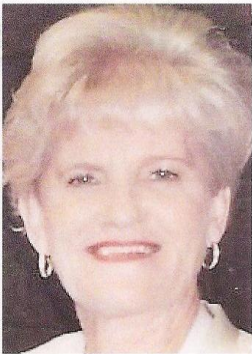
2010-2011 National President's Theme: The Power of One
2010-2011 Department President's theme: It is Great to be an American

Plan of Action: Poppy Committee

Purpose: To honor veterans for their service and sacrifice by promoting and educating all people of the Poppy's history and the financial benefit realized by our nation's veterans as a result of its distribution.

Committee Contact Information

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Department 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 monies are used once collected, Poppy Program Media Fact Sheet, Poppy Fact Bookmark, How to Maximize Your Contributions page (all found in resource section).
- b. Work with Department and Unit Public Relations Chairmen to send PSAs (Public Service Announcements) to newspapers prior to Memorial Day distribution explaining mission of program and locations of distribution. Sample PSA will be available on the American Legion Auxiliary, Dept. of Mississippi website (www.missala.com).

2. **Objective:** Increase Unit poppy revenues

Action Steps

- a. Encourage and educate all Units 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 Units to distribute poppies many times throughout the year.

3. **Objective:** Increase the number of participants in poppy activities.

Action Steps

- a. Encourage participation in the Poppy Poster Contest in local Mississippi schools for grades two through 12 and students with special needs.
- b. Encourage participation in the Miss Poppy Contest ages 6-12 and 13-18.

Programs and Activities

I. Poppy Poster Contest

1. Units shall sponsor contests in local schools. When schools do not conduct activities, other youth groups—including Junior members/units, Sunday School classes, etc.—may participate under direct supervision of the unit.
2. 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:
 - a. Those in special education classes.
 - b. A student recommended for special education classes, but who has not been admitted due to waiting list or various other factors.

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- 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 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 10-word count.
3. Each poster must include 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. The poster shall be on 11” x14” poster board. (Drawing paper will not be accepted).
6. The United States flag may be used as long as there are no infractions of the flag code.
7. 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
8. Media used shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils and markers.
9. 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.
10. The poster shall be the work of only one individual.
11. No humorous drawings or slogans shall be used.
12. The label “In Memoriam” from the veteran-made poppy may not be used.
13. When the Holy Cross is used, the Star of David also shall be used.

Judging and Awards

1. Each unit shall establish its own procedure for judging its poster entries. The unit will send one winner from each age group to the Department Poppy Poster Coordinator, Mary Jo Abraham, 1015 Miller Drive, Clarksdale, MS 38614, by May 1, 2011. **Late entries will not be considered for awards.**
2. A citation should be given from the unit for the most outstanding poster in each classification within the seven divisions.
3. The Department Poppy Poster Coordinator will present certificates to 1st, 2nd, and 3rd place winners in each age group.
4. Winning Department posters will be sent to the Southern Division Chairman by June 1, 2011. Department citations to the units for participation will be given at the 2011 State Convention.
5. The Southern Division Poppy Chairman will send the best overall poster from her division to be submitted to the *Auxiliary* magazine editor by June 15, 2011, so a photograph of the winning poster can be published. **ONLY ONE winner from each category from EACH NATIONAL DIVISION WILL BE ACCEPTED.**

II. National and Department Miss Poppy Contest

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

1. Entrant must be between 6-12 years of age or 13-18 years of age and a Junior member in good standing of the American Legion Auxiliary.
2. Promotional activity of the Poppy Story must be done through The American Legion, the American Legion Auxiliary and the community.

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3. Selection of Miss Poppy is at the discretion of the unit.
4. A narrative report, not to exceed 100 words, on the “Memorial Poppy” must be submitted.
5. Entrant must submit a Miss Poppy Scrapbook (8½” x 11”) containing photographs and clippings, illustrating how she promoted the American Legion Auxiliary poppy.

Rules for judging Miss Poppy scrapbook entries

1. Costume (there is no specific dress code or particular dress color for Miss Poppy, although Mississippi has traditionally preferred white dresses with red sashes).
2. Promotion of the Poppy Program
3. Publicity of poppy activities
4. Narrative report on “What I have Learned Being Miss Poppy”
5. Memorial Poppy must be visible in all promotion and publicity submitted.
6. Neatness and creativity
7. Cover page to include member name, Unit name, age Division and year
8. Judging scale will be 1 through 10 for each area of judging for entire entry.

Little Miss Poppy (6-12) and Miss Poppy (13-18) winners will be invited to appear at State Convention in July 2011. Please submit entries/scrapbooks to the Department Poppy Chairman by May 1, 2011.

III. Poppy Usage Contest

The Poppy Usage Contest will be part of the Awareness Assembly this year. **Voting and judging will be by photo submission.** Each Department may submit only five (5) entries of creative designs.

The Department Contest will take place at the 2011 Mid-Winter Conference in January. The entries will be designs of your choosing, using official ALA poppies and may be of the following nature: wreaths, centerpieces, corsage, tray favors, etc. An 8”x10” color photo of the top five Department winners (based on number of votes received by Legion family at Mid-Winter Conference at \$1 per vote) will be mailed to the National Poppy Chairman by the Department Poppy Usage Contest Coordinator no later than February 15, 2011. When submitting your unit’s entry at Mid-Winter Conference, *please include a 3 x 5 index card with the following information: member name and address (who made the entry), unit name and number, and Department name.*

As Department voting will begin on Friday afternoon of Mid-Winter Conference, the earlier your entry is submitted to the Contest Coordinator upon arrival, the more opportunity for exposure for votes.

There will be two categories for Department winners. The unit making the largest contribution will receive a citation award, and the second category will be based on the entry of poppy usage, with judging (by the Dept. Poppy Committee) based on the following: creativity, neatness, use of official ALA poppies, and community exposure (have you displayed your entry at public events or activities—we’ll need a brief narrative).

Again, votes cast at the Department’s Mid-Winter Conference will be \$1 per vote, with the winners being announced at the end of session on Saturday of Mid-Winter Conference. All proceeds will go toward the Department’s contribution to the National Veterans Creative Arts Festival.

Winning Department submissions, in photo format, will be displayed in the meeting room at Awareness Assembly with other Departments’ winners prior to each session, during and after for voting purposes. National winning submissions will be featured in the National Auxiliary magazine.

For information, contact Diane Lawrence, Poppy Usage Contest Coordinator and Poppy Committee Member.

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Poppy Awards

1. **Best Overall Poppy Program (Award Form #1 is to be used)**

An award will be presented to a unit that reports the Most Outstanding Overall Poppy Program, participating in the stated objectives of the program. Entry must be typewritten in narrative form, not to exceed 1,000 words. Please include pictures and news articles. The report should cover all areas of emphasis and any relevant information involving program activity and describing your use of the poppy during the year. All entries must be postmarked by May 1, 2011, and sent to the Department Poppy Chairman. The Department Best Program will be forwarded to the Divisional Chairman by June 1, 2011.

At the Pre-Convention meeting at National Convention, a gift will be presented by the national Poppy committee to the Unit Chairman in each Division reporting the best poppy program.

2. **Best Distribution Day Program (Award Form #2 is to be used)**

A Department award will be presented to a unit that reports the Best Distribution Day Program. Entry must be typewritten in narrative form, not to exceed 1,000 words, describing how the day was planned, the goals achieved, number of volunteers assisting and hours given, and total amount of donations collected. Please include pictures and news articles. All entries must be postmarked by June 15, 2011, and sent to the Department Poppy Chairman.

Resources

1. www.legion-aux.org
2. Related materials can be found under Resources at www.legion-aux.org:
 - a. Poppy Program Media Fact Sheet
 - b. Poppy Fact Bookmark
 - c. *In Flanders Field*/Poppy Story
 - d. How monies are used once collected
 - e. How to Maximize Your Poppy Contribution
 - f. How to Recruit New Poppy Makers
3. Unit Handbook
4. Policies and Procedures
5. National Emblem Sales Catalog

See program page on www.legion-aux.org for additional resources.