



AMERICAN LEGION AUXILIARY DEPARTMENT OF CALIFORNIA POPPY PROGRAM



March 2022 Bulletin

Dear Poppy Bouquets and Poppy Seeds,

Can you feel it? Spring is in the air! Poppies will soon be blooming, bird songs can be heard in the mornings, and the ocean waves will be beckoning! In just two short months we will welcome Poppy Month, offering poppies to honor the memories of our fallen soldiers who fought for our democracy.

Now is the time to begin planning your activities for Poppy Days and National Poppy Day. Below are some suggestions from the Poppy Toolkit:

- You can educate your community in advance about our Poppy Program by sending a Press or Media Release to your local newspaper and/or local television stations.
- Ask your local government to declare May 27, 2022, as National Poppy Day in your community. A sample poppy proclamation is attached.
- Unit and post websites and social media feeds can increase awareness about National Poppy Day to members and followers. Be sure to regularly post information during the weeks leading up to May 27, 2022, and encourage members to share the links with their friends and family.
- The American Legion Family logo and poppy graphic can be found online for download at poppydayusa.org. We encourage you to use these logos on all National Poppy Day communications

It is relatively easy to request your local government to make a Proclamation. Most cities have a link on their website to request a proclamation. Fill it out and submit it along with a copy of the sample resolution. You just need to request it in plenty of time for the mayor and councilmembers to act on it. There is also a copy of a press release for you to submit to your local newspaper and television station. When you are presented with your city's Poppy Proclamation, it would be a great time to promote the poppy by handing each councilmember and the mayor a poppy.

The End-of-Year Reports are up on the website. If you need another copy of the "Word" report, please let me know. My formatting didn't come out very well on the website. It is important that each unit fill out the report. I know California Poppy Bouquets and Poppy Seeds have done a lot this year and it's your time to brag. I want to brag on your behalf when I submit my report to the National Poppy Chairman. Remember, too, that what you do for May's Poppy Days will be submitted in next year's EOY report. This year's report covers the time frame of April (9th) 2021 through March 2022.

Training sessions for those of you who have shown an interest in making poppies are in the process of planning. Thank you for your patience.

Please don't hesitate to contact me if you have any questions or need some help.

Honor the Fallen, Support the Living

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