

## Poppy E-Newsletter



### Department Poppy Highlights

**Central Division** One division in Illinois took poppy kits to their meeting and had those in attendance make poppies. They made the first poppy with both hands; the second poppy they used just one hand - showing just how much our veterans struggle to make the poppies. Another unit went to a local school and told the students the story of the poppy. They also had the student make a poppy - using one hand and then both hands. An Indiana unit made valentine cards with a poppy enclosed for the veterans in a local nursing home. They are working on a theme for St. Patty's Day with the poppy - and then on to Easter! Right now, it is hard to get into the schools. Iowa's Department Chairman was involved in a program fair at their Mid-Winter. She used a Christmas tree decorated with poppies. She promoted a window display for veterans and caregivers with a poppy. She also had recipes for poppy cookies. They had a contest with poppy hats and poppy centerpieces. She presented each division with a poppy certificate. Ohio Chairman reported they had a very successful Mid-Winter. They had poppy corsage contests for the seniors and the juniors. They raised \$309 for the National Veterans Creative Arts Festival. Ohio's Second Vice and her granddaughter (who is a junior member) made felt poppy pins and collected \$181 in donations which goes to Dept. President's special project - the Military Assistance Fund. Unit 24 handed out Poppy Cards to all Legionnaires who attended the conference.

**Northwestern Division:** Small gifts Poppy gifts given at the Department of New Mexico Mid-Year conference, Poppy seeds in the tiny jar.

**Southern Division:** Texas Midland Unit 19 has been rocking the Poppy Window Challenge. A unit member that works at a dental office has been distributing the Poppy postcard templates and taking pictures. Unit 19 has added a crepe paper poppy to the postcard and the Thank You card has their Unit information on it for possible membership recruitment. The Department of Alabama had a Poppy corsage contest with many beautiful corsages submitted. Department of Texas donated using a Memorandum of Agreement (MOA) to K9s For Warriors is the nation's largest veteran service organization providing highly skilled service dogs to disabled American heroes.

**Share your Department's events with the Division Chairman for inclusion in our "Department Highlights".**

### Poppy Department Chairmen Virtual Meeting

Please join me as I host the 2<sup>nd</sup> Virtual National Poppy Joint Committee meeting on March 31, 2022, at 8:00 PM (EST). I will begin the meeting (webinar sessions) with the Departments sharing their successes, year-end reporting, and discussion of committee-related items; Divisional breakout sessions will follow this. To close, we'll all join back to the main group.

The Department Chairmen have received the registration form link from the Division Chairman. If you have not yet received the registration information, please contact your Division Chairman.

I hope that your schedule will allow you to join us.

*Sallie Rossman*, National Poppy Chairman

March 2022

### ALA Poppy

### Share Your Story

Be sure to "LIKE" us on Facebook.

<https://www.facebook.com/groups/ALAPoppy>

This is a closed group so you have to request permission to join. You then have to answer 2 questions to be approved: (1) Are you a member of the ALA? and (2) What is your unit and department (state)?

**Did you know that National has a blog? The blog features excellent info and photos that can be easily shared. No log-in required!**

<https://member.legion-aux.org/Blog>

Please place on the ALA Poppy Facebook page and send to your National Division Chair your Department's Poppy Program events throughout the year. Include with photos (actual high-resolution jpg) and stories Department & Unit Name to acknowledge members in their service to the Auxiliary Poppy Program.

### Websites with Poppy Planning Information:

[www.ALAforVeterans.org](http://www.ALAforVeterans.org)

1. American Legion Auxiliary Poppy Guide: [https://member.legion-aux.org/cmsdesk/ALA/media/PDF/Guides/ALA\\_Poppy\\_Guide.pdf](https://member.legion-aux.org/cmsdesk/ALA/media/PDF/Guides/ALA_Poppy_Guide.pdf)

2. 2021-2022 National Poppy Program Awards Deadlines and Submission Requirements: <https://member.legion-aux.org/member/awards/poppy-program-awards>

3. Poppy Poster Contest: <https://www.legion-aux.org/National-Poppy-Poster-Contest>

3. National website Poppy article search: <https://www.legion-aux.org/search/searchIndex> then enter Poppy in search box

## Poppy E-Newsletter

### Poppy Basics 101

As we think of our poppy programs, we usually focus on distributing the poppies, but there are several other elements that we should consider. There are programs using poppies. These contests feature poppies as centerpieces, hats, boutonnieres, and wreaths. Poppy wreaths make excellent decorations and are easy to do with a bit of forethought and creativity. You can find the specific rules in The Poppy Guide and Poppy Program page of the ALA website. They are pretty simple as long as the poppy is the dominant feature of the wreath. Removal of the tags makes the wreath an attractive display on your door or wall. Poppy hats are decorated with our red poppies and are often fashioned to be worn in public—what a great conversation starter. There are various styles and materials for hats, so do not be limited to a straw sun hat. Think creatively. The centerpiece is always helpful since we often have dinners and celebrations that require decorations. There also needs to be room for food or note-taking. Consider that the centerpiece cannot be so tall or vast that it makes conversation at the table difficult. It does not have to be complex to be beautiful. Please give it some thought. Even if you do not win the contest, you have nice and useful items for your post home.

We are often looking for things to do with our Juniors, and the poppy corsage or boutonniere may be just the thing. The rules are also in Poppy Guide and can easily be used with various ages of Juniors. Poppy corsages are also something that Juniors may want to adapt for our Mother's Day programs or other celebrations. The Little Miss Poppy program may be more limited in its application for our particular groups, but it is a fun and informative program for our young people. We do not need to make it strictly a beauty contest but, rather, a learning experience.

There are many aspects to the poppy program that we should think of in addition to distributing the poppies. Think about adapting and combining elements of the poppy program to stimulate interest and involvement. We want people to know about the poppy program, and adding new activities may be just the thing to perk up our situations.

### Poppy Question & Answers

- **Can students use computer-generated posters for the Poppy Poster contest?**
  - Posters may be hand-drawn; they may use computer-generated images such as those created with programs such as, but not limited to
    - Photoshop CC (Windows/macOS)
    - Clip Studio Paint (Windows/macOS/iPad/iPhone/Android)
    - Paint Tool SAI (Windows)
    - ibisPaint (iPad/iPhone/Android)
    - Procreate (iPad)
    - Adobe Fresco (iPad/Windows)
    - MediBang Paint Pro (Windows/macOS/iPad/iPhone/Android)
    - Corel Painter 2021 (Windows/macOS)

or with a combination of hand-drawn and computer-generated images. The word count, words that must be included, etc. are the same regardless of how the poster is created. Chrystal Daulton, Poppy Program Manager

- **If a Unit, District, or Department is directly aiding a military base with items for families can they use Poppy funds to purchase the items? For example, diaper/baby needs drive, Christmas toys, Books for the on-base school library. All items are sent directly to the base for distribution to the families.**
  - Out of the things listed below – diapers/baby needs would be the only approved use for Poppy funds. Other ideas are school supplies, food pantry items - remember that junior enlisted are faced with the epidemic of food insecurity. Holiday meals are also approved usage of poppy funds as well. Cleaning supplies and household goods such as toilet paper are necessities as well. The other items you've listed would be a wonderful use for any nonrestricted funds depending on the rules set forth by your department. Chrystal Daulton, Poppy Program Manager

**The Auxiliary has many tools that aid members in learning about our programs.**

### ALA Academy

<https://alaacademy.alaforveterans.org/topclass/searchCatalog>

**Check out ALA Academy Live Recordings for:**

**[Using Poppy Funds to Serve Our Mission](#)**

This course educates members on how to use their poppy funds in accordance with The American Legion criteria with an emphasis on food insecurity amongst junior enlisted servicemembers and their families.

### Poppy Resources

Located on the National website  
Poppy Committee Section

Poppy Guide:

[https://member.legion-aux.org/cmsdesk/ALA/media/PDF/Guides/ALA\\_Poppy\\_Guide.pdf](https://member.legion-aux.org/cmsdesk/ALA/media/PDF/Guides/ALA_Poppy_Guide.pdf)

Poppy Day resources:

<https://member.legion-aux.org/member/committees/poppy/popy-days>

Poppy Day Coloring Book:

[https://member.legion-aux.org/cmsdesk/ALA/media/PDF/Programs/ALA\\_Poppy\\_Coloring\\_Book-11-2019-lp.pdf](https://member.legion-aux.org/cmsdesk/ALA/media/PDF/Programs/ALA_Poppy_Coloring_Book-11-2019-lp.pdf)

*Poppy E-Newsletter*

**NATIONAL POPPY CHALLENGE  
POPPY IN THE WINDOW OF EACH VETERAN**

The National Poppy Challenge is being reproduced here in response to numerous requests. The Poppy in the Window Challenge will allow our veterans to be recognized and acknowledged for their service by community members. Now is the time to set this challenge into motion if you have already done so to ensure that each Veteran has a window poppy before National Poppy Day. I hope as National Poppy Chairman that each Department and Unit will participate in the challenge, thereby placing a poppy in the window of our Veterans.

***Poppy Challenge: Poppy in the Window of Each Veteran***

Members (senior and junior), place a poppy in the window of each Veteran in their communities. This poppy will allow citizens to recognize the sacrifice of their Veterans and their families for the rights our citizens are granted today.

Engage the schools, youth organizations, churches, and Legion Family members to allow children and adults to distribute a red poppy to place in the window of a Veteran's home or place of business with a note provided by the Auxiliary. This note would thank the Veteran for their service and request that the poppy be placed in a window.

Students using the poppy bookmark could create red poppies for sharing. This experience will allow Auxiliary members to share the poppy's history while interacting with the community. The Introduction of the poppy, poppy history, and the Poppy Poster Contest to students creating the poppy will further explain honoring the Veterans service to our Country. Units and members can donate art supplies to make poppies, poppy cards, and deliver them to Veterans in nursing homes and hospitals (another avenue of extending our mission into the community).

Suggestion: The poppies before delivery could create a Poppy Wall of Honor at a school, church, Post, or community event.

Suggestion: Members work with area businesses to create a Poppy Wall of Honor (a poppy-designed emblem with the name) within the business to honor all Veterans employed. The honored Veterans would receive a poppy and a personal thank-you.

Photos: What photos would support your story? How can you go about getting that image to use? Be persistent! The more photos, the better. When requesting and sending photos, ask for the highest resolution photos possible; the best is a 1MB compressed file size. Photos less than 50KB cannot be used for the jumbo screen at National. Often people compress photos (they might say "res down") which means they chose a smaller file size when emailing. Request photos are sent at the highest resolution, often requiring photos sent in separate emails. Consider free large file transfer services (or an FTP site) like Dropbox or Hightail to send photos if comfortable. The Poppy Committee cannot use copied photos from Facebook or a PowerPoint.

Poppy E-Newsletter

NATIONAL POPPY DAY: WAYS TO ENGAGE LEGION FAMILY & COMMUNITY

The red poppy is a nationally recognized symbol of sacrifice worn by Americans since World War I to honor those who served and died for our country in all wars. In 2017 The American Legion introduced “National Poppy Day” to the United States by asking Congress to designate the Friday before Memorial Day as National Poppy Day. Auxiliary members use poppies every day, but May 27<sup>th</sup> has been designated as “National Poppy Day” for 2022. The American Legion Family and the entire community can “honor the fallen by supporting the living”<sup>1</sup> on this special day. A great way to involve everyone is to pick a special project from the money derived in distributing the poppy. Perhaps you can select a military family who needs transportation to work. Make the community aware of your project and be creative in ways to help. Use the Poppy Guide book and the National Poppy website.

Another means of promoting the poppy is using business windows to display poppies. Spread the word with pictures of the veterans in your community. Use television, radio, or other social media with information from the National Poppy website or your Department website. Ask your local businesses if they would be willing to display poppies in their windows or if you can place a sealed, colorful donation can in their establishment. Make sure to let them know why you are distributing the poppy and its importance to the Auxiliary mission.

Ask your dentists, doctors, and other businesses if you could set up a card table in front of their store. Have brochures handy if you meet someone who wants to join the Legion Family. Ask your Mayor to declare May 27<sup>th</sup>, 2022, as “National Poppy Day” in your community. It can help generate awareness and media attention. Be sure to submit your request early. Work with your Public Relations chairperson to write a news release announcing National Poppy Day. Work with the schools to bring the poppy to the students by contacting art teachers to assist in presenting the poppy poster contest

The American Legion Family can all distribute poppies. Partner with local JROTC/ROTC programs and military schools to help distribute poppies. Invite local service members to help in your distribution in uniform if possible. Be sure your Auxiliary members, Legionnaires, Sons of The American Legion, and Legion Riders wear their branded apparel, pins, badges, and caps. They do not have to be members of the Legion Family, which will be a great avenue to grow membership. Make it a fun day, but always remember you represent the American Legion Family when you are out in the public eye.

Anyone can participate in National Poppy Day:

- . Wear a red poppy all day and tell everyone why;
- . Distribute poppies to friends, co-workers, and family and tell everyone why;
- . Collect donations at your workplace and tell everyone why;
- . Tell the story on Facebook. Tag us! **#PoppyDay #LegionFamily**
- . Use [www.legion.org/poppyday](http://www.legion.org/poppyday) for suggestions

Promote National Poppy Day by downloading at PoppyDayUSA.org. You can order Poppy Kits, pins & bracelets, decals. Magnets, t-shirts, scarves, and bags at National Emblem Sales. Raise awareness and increase participation in your post, unit, and community by downloading National Poppy Day posters, banners, and the Poppy Toolkit. The toolkit contains aids in local promotions that include proclamations, media alerts, press releases, social media posts, and talking points. Never forget to send a thank-you note to everyone who helped – use poppy cards, of course! Have a great National Poppy Day. Karen Lowe, Central Division National Poppy Chairperson

Poppy Facebook Page is How to Stay in the Know  
Join, Post, Review

<https://www.facebook.com/groups/ALAPoppy>

First member to respond to the National Poppy Chairman, Sallie Rossman, at [sabrossman@comcast.net](mailto:sabrossman@comcast.net) with the Department or Unit Number for all three pictures will receive a set of 12 Poppy Cards.



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