



AMERICAN LEGION AUXILIARY

DEPARTMENT OF CALIFORNIA

POPPY PROGRAM



July 2021

Congratulations District and Unit Poppy Chairmen!

Are you ready to "Catch the Wave"? I would like to introduce myself to you as the Poppy "Flower Girl." I have been assigned to manage the Poppy Flower Shop located among your favorite beachfront souvenir shops. Please come in and look around at our many Poppy displays. We are proud of our popular "Poppy Bouquets" (District Poppy Chairmen) who will share with you their expertise in creating the perfect Poppy gift to fit your needs. Our "Poppy Seeds" (Unit Chairmen) are standing by to show you around the rest of the Poppy boutique and offer help. As you can see, we grow our "Poppies" from seedlings to beautiful bouquets. It takes all of us to make our Poppy Program a successful program, just as it takes a lot of hard work to run a Poppy flower shop. So, let's get started and go "Catch the First Wave"!

It is time for all units to think about and plan their poppy orders for May. Even though you may think it is early, we need to know how many poppies our poppy makers will need to make so your orders can be filled.

POPPY ORDERS are due October 1, 2021.

Note: If your Poppy Order is not received by October 31, your unit will be assessed a \$25.00 fee and allocated 100 poppies.

Consider increasing your Poppy Order this year! Oh, I see. You and members of your unit think that you have enough leftover poppies from last year that you do not need to order more poppies this year? Consider submitting a poppy display at Convention in June, or a window display at your favorite local business (such as a local flower shop?). There are many ways to use poppies, let your imagination go free! ***Increase your coffer!*** Do not forget that poppies may be offered year-round. And by ordering poppies, we give our Poppy makers a better opportunity to add to their small salaries to supplement their income. They earn \$.10 (a dime) per poppy.

Here are a couple of ideas that you may want to incorporate in your plans for a successful Poppy program:

- Educate your community about how funds collected help veterans.
- Contact local legislative offices to announce poppy distribution days, and request proclamations declaring Poppy Days in your community.
- Deliver poppies to local media outlets (television, newspaper, and radio) along with facts about where and when poppies will be distributed in your community. Even if they are not visible "on air," these people tend to be influencers in the community.

May your Poppy year be successful!

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