

Poppy Plan of Action 2009-2010

1. Poppy Goals:

Objective:

To elevate community awareness and respect for our Veterans by more educating of the Legion Family membership and the public about the Poppy and the financial benefits that can be used for our Veterans because of the poppy distributions.

Wisconsin Poppy Goals

1. Increase public awareness of Poppy, Story and use of the funds.
2. Encourage more poppy distribution by Legion family to include Juniors, Veterans with their Legions Caps, and SALS.
3. Promote the poppy through the media:
 - Telling the poppy story
 - Flanders Field
 - Use of the Funds for the Veterans
4. Promote programs and contests.
5. Apply for Poppy Awards.
6. Submit Annual Reports.

2. Poppy Resources:

Guidelines for using Poppy Funds: Redbook 2008-2009 Edition
Pages 55-56

Publications and Poppy articles available through Emblem sales

Telephone: 888-453-4466

Website: www.emblem.legion.org

3. Materials to use:

Poppy Program

Poppy -- Where does the money go?

Distribution of Poppy Day funds

In Flanders Field

Poppy History (story)

Only a Paper Poppy
Book Marks

4. Contests:

A. Poppy Corsage Contest

Part of the Awareness Assembly the first week of March, Wisconsin will submit five entries. Each corsage should have name of the its creator, their Unit number and Department, should be approximately 3 ½" x 3 ½" and fit in a standard 4" x 4" corsage box.

Attendees pay \$1.00 per vote and the proceeds go to the Creative Arts Festival. The winning corsages will be used at the 2010-11 Girls Nation session.

First place National winners will receive an award. Additionally, a Chairman's Choice Award will be presented to a poppy corsage chosen at the Awareness Assembly in Washington, D.C. that will be worn by the National President for a photo opportunity.

Wisconsin's corsages (exclusive of the) will be used for Badger Girls States and not returned. All participates will receive a Department citation.

Corsages must be sent to Department Poppy Chairman Florence Wasley, 415 West Chapel Street, Dodgeville, WI 53533 by February 1, 2010 to be judged.

B. Unit Poppy Award

A citation will be given to each Unit Chairman reporting the best poppy program. The report should have a cover sheet with Chairman's name, address, Unit number, and Department. This should cover all areas of emphasis and any relevant information involving your program activity and describing your use of the poppy during the year.

This should be a narrative and not more than 1,000 words.

This needs to be sent to Department Poppy Chairman Florence Wasley, 415 West Chapel Street, Dodgeville, WI 53533 by May 20, 2010.

C. Poppy Poster Contest

1. Slogan -- must have no more than ten words
1. Words such as (a, and, an) -- are not counted as words.
2. No buddy poppies or the word buy.
3. American Legion Auxiliary must be used in the design - not counted in the ten words.
4. Each poster must have Flanders Poppy (4 red petals with center of green and black.)
No leaves.
5. Poster board (11x14). No drawing paper.
6. Flag maybe used if no infractions of Flag code .
7. Media used: Watercolors, powder or oil paint, ink or textures, crayons,
handmade paper cutouts, acrylics, pencils, and markers.
8. One person's work.
9. Label "In Memoriam" from the poppy may not be used.
10. When Holy Cross is used, the Star of David shall be used.
11. No humorous drawing or slogans used.
12. On back written in ink (not attached). Include the class in its grade entry.
Contestant's name, address, age, and grade of the contestant plus name of the Unit.

Classes:

- | | |
|--|-----------------------------|
| Class 1 -- Grades 2 and 3 | Class 4 -- Grades 8 and 9 |
| Class 2 -- Grades 4 and 5 | Class 5 -- Grades 10 and 11 |
| Class 3 -- Grades 6 and 7 | Class 6 -- Grade 12 |
| Class 7 -- Students with special needs | |

Judged by the following criteria:

- 50% Poster Appeal (layout, message, and originality)
- 40% Artistic ability (design and color)
- 10% Neatness

When schools do not conduct the activities other youth groups including Junior ALA members may participate under direct supervision of the Unit.

Entries are to be forwarded to the Department Poppy Chairman by May 15th or immediately after your District Conference , which ever comes later.
Mail all entries to Poppy Chairman Florence Wasley, 15 West Chapel Street, Dodgeville, WI 53533.

D. Little Miss Poppy and Miss Poppy Contest

Two categories:

- Little Miss Poppy ages 6-12
- Miss Poppy ages 13-18

1. Contestant must be between the above age groups. Must be a Junior member of the American Legion Auxiliary.
2. Must promote activities of the poppy story through the American Legion and

- Auxiliary and the community .
3. Selection of Miss Poppy is at discretion of the Unit.
 4. Needed a narrative report (not to exceed one hundred words on the topic of the "Memorial Poppy".
 5. Contestant must submit a Miss Poppy scrapbook (8 ½ x 11) containing photographs and clippings illustrating how she promoted the American Legion Auxiliary poppy.
 6. Districts winning entry are to forward scrapbook and narrative report to Department Poppy Chairman by May 15, 2010 or immediately after your District Conference whichever comes later. Please mail to Florence Wasley, 415 West Chapel Street, Dodgeville, WI 53533.

Rules for judging Miss Poppy scrapbook:

1. Costume 33%
2. Promotion of Poppy program 34%
3. Publicity of Poppy activities 33%

Little Miss Poppy (6-12) and Miss Poppy (13-18) winners will be invited to appear at the National Convention in Milwaukee Wisconsin. Travel to convention will be at her expense.

Winners of the National Miss Poppy contest will be awarded \$200.00 each. There is no specific dress code for Miss Poppy winners.

E. Department Poppy Wreath

A Department only contest will be held for wreaths featuring our poppy. These wreaths will be judged first at the District level. All winning District wreaths will be on display at the State Convention in Milwaukee. There will be winners in both the Junior and Senior Divisions. Citations will be awarded in each class.

Rules:

1. The American Legion Auxiliary Poppy must be the dominant flower. Wreath creation may have item in the center as long as it doesn't take away from poppies.
2. The poppy must be in its original state. No waxing or glitter. Labels may be removed.
3. Dimensions should have base no larger than 19" ring.
4. Junior and Senior entries will be judged on same criteria.
5. Each entry must be identified on the back with the Unit name, Unit number, District number, name of creator, and Division (Senior or Junior). This information should not be visible.
6. Failure to follow any of these rules will result in disqualification of the entry.

Entries are to be forwarded to the Department Poppy Chairman by May 15th, or immediately

after your Spring Conference, which ever comes later.

Poppy Chairman Florence Wasley
415 West Chapel Street
Dodgeville, WI 53533

5. Poppy Annual Report:

1. How many poppies did your Unit order?
Large _____ Small _____
2. Was this more or less than last year?
More _____ Less _____ Same _____
3. If more or less, by how many? _____
4. Did your Unit sponsor the Poppy Poster Contest? _____
If yes, how many entries? _____
5. Did your Unit select a Miss Poppy?
(age 6 - 12) _____ (age 13-18) _____
6. Did your Unit contact the local media? Yes _____ or No _____
7. Did your Unit give poppies to the elected officials? _____
8. Total contributions from Poppy distributions _____
9. How many poppies did your Unit distribute? _____