

**2011 – 2012 Poppy Program
Veteran / Military Support Pod
Barbara Ludka, Department of Wisconsin Poppy Chairman
4201 West Central Avenue, Franklin, WI 53132-9192 (414-423-9203)**

Poppy Program

2011-2012 National President's Theme:
"Honoring their Service" with "The Face of Freedom"
2011-2012 Department President's Theme: "Libraries of Love"

Plan of Action

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

Department Level Objectives:

1. **Objective: Promote / circulate the history of the poppy and significance of its distribution.**

Action Steps:

- a. Distribute promotional/supplemental poppy materials, worksheets and puzzles at American Legion Auxiliary gatherings. Materials will be posted on the Department of Wisconsin website for easy access by units, schools and community groups to promote poppy education. Included on the website will be: *In Flanders Field* poem, Poppy Program Media Fact Sheet, Poppy Fact Bookmark, information on how the poppy money is used once it is collected, and updated, clean master copies, so the materials we offer to the community reflect the American Legion Auxiliary in the best light.
- b. Work with Unit Public Relations Committee to send Public Service Announcements to newspapers prior to Unit distribution days, explaining the mission of the program and locations of distribution.
- c. Provide Poppy Poster Contest information handouts to units at American Legion Auxiliary gatherings. Post the contest information on the Department website to provide units with the tools to distribute to their local schools for participation by students in grades 2-12 and students with special needs.
- d. Encourage units to utilize the website materials to foster the creativity of children in kindergarten and first grade to prepare them for participation in future Poppy Poster Contests as they get older.
- e. Distribute and post of the Department website information to encourage units to recruit girls aged 6-12 and 13-18 to participate in the Miss Poppy Contest.

2. Objective: Increase Unit poppy revenues.

Action Steps:

- a. Encourage and educate units to participate in the Poppy program for generating funds to be used for veterans.
- b. Provide sample resource materials and encourage units to distribute poppies and resource materials to increase potential revenues for veterans' projects.
- c. Encourage units to utilize media outlets to publicize information about distribution and history of the Poppy Program.
- d. Encourage units to distribute poppies multiple times each year to increase awareness of the poppy program and the year round need to support our veterans.

3. Objective: Increase the number units and posts that distribute poppies throughout the Department of Wisconsin.

Action Steps:

- a. Encourage units and posts to work together to distribute poppies in their communities.
- b. Work with the American Legion to encourage posts that do not have unit affiliations to participate in poppy distributions throughout the year.

Department of Wisconsin Poppy Program Activities

Poppy Awards

1. Best Overall Poppy Program

At the state convention, a citation will be presented to the Unit Chairman reporting the best poppy program. The report should be in a narrative format and not exceed 1,000 words. In the report, cover all areas of emphasis, all relevant information about the program activities, and explain how the poppy was used throughout the year in unit and community events. Numerous poppy informational and activity worksheets and crossword puzzles are available on the Department of Wisconsin website. Activity sheets are listed under the Poppy link and can be printed by members and/or teachers. Additional sheets will be posted on the website to encourage units to provide schools and community programs with poppy educational materials throughout the year. Be sure to include how the unit used the available materials in your narrative. Units are encouraged to report on how they used the "Honoring Their Service" Commemorative Buttons that are available through the National Membership Team as part of their poppy program. All entries should be received by the Department Poppy Chairman, Barb Ludka, 4201 West Central Avenue, Franklin, WI 53132-9192, by May 1, 2012. The winning entry will then be submitted to the Central Division Chairman by June 1, 2012.

At the National Pre-Convention meeting, a gift will be presented by the National Poppy committee to the Unit Chairman in each Division reporting the “Best Overall Poppy Program” as noted above.

2. Greatest Amount of Money Collected through Poppy Distribution

At the state convention, a citation will be presented to the Unit that has reported the greatest amount of money collected during their poppy distributions. Donations may be collected from May of 2011 through April of 2012. The unit annual reports will be used to determine the winner for this contest.

3. Poppy Usage Citations

Citations will be presented at the pre-convention district caucuses to units describing how they used the poppy throughout the year. Centerpieces, wreaths, and corsages, along with any other media that promotes the use of poppies throughout the year, are included in this category. Ms. Poppy Queen or Sr. Poppy Queen winners are also to be reported under this category. Photos and a narrative description should be sent to the Department Poppy Chairman, Barb Ludka (mailing and email address on page 7) throughout the year. The Department Poppy Annual Report, photos and information sent to the Department Poppy Chairman throughout the year will be used to determine units to be recognized with a citation.

Poppy Poster Contests

Units are encouraged to sponsor poppy contests in local schools. When schools do not wish to participate, other youth groups and Junior Unit members may participate under the direct supervision of the Unit.

Poppy Poster Contests will have seven classes:

- * Class I – Grades 2 & 3
- * Class II – Grades 4 & 5
- * Class III – Grades 6 & 7
- * Class IV – Grades 8 & 9
- * Class V – Grades 10-11
- * Class VI – Grade 12

- * Class VII – Students with Special Needs

Special Needs are defined as:

- a. A student in special education classes.
- b. A student recommended for special education classes, but who has not been admitted due to waiting lists or various other factors.

A child identified as having a disability, but not in a special education class due to lack of facilities. Identification is 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 colors (four red petals with a center of green and black).
4. The poppy shall have four petals and no leaves.
5. The poster shall be on an 11 x 14 inch 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. Media used shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils and markers.
8. 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, the name of the sponsoring unit, District number, and the name of the Department.
9. Each poster shall be the work of only one individual.
10. No humorous drawings or slogans shall be used.
11. The label “In Memoriam” for the veteran-made poppy may not be used.
12. When the Holy Cross is used, the Star of David also shall be used.
13. Posters will be judged using the following criteria:
 - 50% - poster appeal (layout, message, originality)
 - 40% - artistic ability (design and color)
 - 10% - neatness

Poppy Poster Judging and Awards

1. Each Unit is responsible to judge the posters in each of the seven classes and choose a winning poster. Any District that would like to hold a poppy poster contest is encouraged to do so. If your District will be holding a poppy poster contest, Units are encouraged to participate. The winning poster entry in each class must be sent by the Unit/District to the Department Poppy Chairman, Barb Ludka, 4201 West Central Avenue, Franklin, WI 53132-9192, by May 15, 2012. **Entries not received** by May 15, 2012 will not be considered for the Central Division contest.
2. At the Department of Wisconsin poster contest level, citations will be given for the most outstanding poster in each class from each district. The top poster in each class will be forwarded to the Central Division for further competition. Posters must be submitted to the Central Division Chairman by June 1, 2012.
3. The Division Chairman will send the best overall poster for her Division to the *Auxiliary* magazine editor by June 15, 2012. Photographs of the winning poster will be published. Only one winner from each division will be accepted.
4. Units are encouraged to take a picture or scan their winning poppy posters for their records and history books prior to submitting them for further judging. Contest posters submitted to the Department Poppy Chair that have not been submitted to the Central Division Chairman will be returned at the Department Convention.

Department of Wisconsin Miss Poppy Contest

There are two categories for the Miss Poppy Contest:

- Little Miss Poppy – ages 6-12
 - Miss Poppy – ages 13-18
1. Entrants must be between the ages of 6-12 or 13-18 and must be a Junior member of the American Legion Auxiliary. (Previous Department winners may not compete twice in the same category.)
 2. Promotional activity of the Poppy Story must be through the American Legion Family and the community.
 3. Selection of Little Miss Poppy and/or Miss Poppy is at the discretion of the Unit.
 4. A narrative report, not to exceed 100 words, must be submitted by each entrant. The “Memorial Poppy” shall be the topic of this narrative report.
 5. Each entrant must submit a Poppy scrapbook (8 ½” x 11”) containing photographs and clippings illustrating how she promoted the American Legion Auxiliary poppy.

Rules for Judging the Miss Poppy Scrapbook

1. Costume (no specific dress code or dress color is required for Miss Poppy).
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 is to include member name, Unit name, age division and year.
8. Judging scale will be 1 through 10 for each area (#1-7) of the scrapbook.

All entrants in the Department contest will be invited to participate in a "Miss Poppy Pageant" at the Department Spring Junior Conference.

Department winners will be invited to appear at the State Convention to be held in Middleton, WI in July 2012. Winner of the Department Little Miss Poppy and the Miss Poppy contests will each receive a citation plaque.

Please submit entries to the Department Poppy Chairman, Barb Ludka, 4201 West Central Avenue, Franklin, 53132-9192 by May 1, 2012.

The Department Poppy Chairman will submit the name, address, Unit and Department of the contestant along with the Poppy Scrapbook to the National Poppy Divisional Vice Chairman by June 1, 2012. If the Poppy Scrapbook is to be returned, a self-addressed, stamped envelope must be included.

The Divisional Vice Chairman will forward the Divisional winners to the National Vice Chairman by June 15, 2012. Winners of the National Little Miss Poppy and the Miss Poppy contest will receive a citation plaque and be invited to attend the National Convention following her selection. If she chooses to attend, she will travel at her own expense to the National Convention.

Poppy Usage Contest

Since there will not be a National Poppy Contest held at the National Awareness Assembly this year, the 2011-2012 Poppy Usage Contest voting will take place within the Department with proceeds to be donated to the National Creative Arts Festival. Centerpieces, wreaths, and corsages, along with photos of projects that promote poppy usage throughout the year should be included in this contest. Competition will begin at the unit level with voting ballots to be offered for a \$1.00 donation. Members of the American Legion Family and the community are eligible to vote. Districts wishing to hold a Poppy Usage Contest should encourage their units to bring their entries or photos of the entries, to the spring meetings for members to vote for a \$1.00 ballot donation.

All proceeds will be donated to the National Creative Arts Festival. Money collected by units or districts should be sent to Department using the 'Poppy Usage Contest Form' that will be sent in the unit mailing and is also available on the Department website. The unit raising the most funds for the National Creative Arts Festival will be recognized at Department Convention and given a citation. Winning entries may also be displayed at the Department Convention.

An 8" x 10" photo of each project should be sent to the Department Poppy Chairman, Barb Ludka, 4201 West Central Avenue, Franklin, WI 53132-9192 by May 15, 2012. Please label each photo with the unit name and number, address and name of the person(s) responsible for creating the project.

Resources:

1. www.ALAforVeterans.org
2. Related materials can be found under resources at the above website:
 - a. Poppy Program Media Fact Sheet
 - b. Poppy Fact Bookmark
 - c. *In Flanders Filed* / Poppy Story
 - d. Poppy Flyer
 - e. How monies are used once collected
 - f. How to Maximize your Poppy Contribution
3. www.amlegionauxwi.org
4. Unit Handbook
5. Policies and Procedures
6. National Emblem Sales Catalog (for poppy promotional items)
<http://emblem.legion.org>
7. Auxiliary Poppy Program Wisconsin Card (order through Department)
8. See program page on www.ALAforVeterans.org for additional resources.

Department Contact Information:

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