

## National Poppy Day

**Submitted by Mary Kuperus, Northwest Division Poppy Chairman**

Poppy Day is approaching, and you have the option to celebrate it on National Poppy Day, which falls on May 23rd, or on another date that suits you. You can observe Poppy Day on any day and even hold multiple celebrations.

Promoting your event is essential. The National American Legion Auxiliary website offers a variety of resources to assist you. The following links, available at [alaforveterans.org](http://alaforveterans.org), can be very helpful in promoting your Poppy Day event.

Additionally, you can share pages from the Poppy Coloring Book with the children attending your distribution. Please take the time to share your knowledge with our youth.

### Poppy Day Resources

[Sample Poppy Day News Release](#)

[Sample Poppy Proclamation](#)

[Public Service Announcement](#)

[Poppy Coloring Book](#)

Collaborate with the chair of your Unit's Public Relations program to reach out to local officials and media. Please encourage them to wear a

proclamation or endorsement of the poppy program. The Public Relations chair should draft a news release using the template available on the website or the provided link. Share the significance of the poppy with the media and local officials. When contacting them, include the following paragraphs as part of your message. Don't forget to include a poppy for them to wear!

Here is an example of what you may include on the note with the enclosed poppy:

***Enclosed is a memorial poppy. The American Legion Family distributes these symbolic flowers to honor our veterans, raise awareness of the needs and sacrifices of military families, and raise funds to assist those families.***

***As a [FILL IN THEIR ROLE HERE], it would make a powerful statement if you wore the enclosed poppy this month to honor all those who have sacrificed for our freedom. The awareness you bring to the memorial poppy will help us provide more services to our veterans.***

## Important Dates and Deadlines

### Save the Date National Poppy Meeting!

**April 9<sup>th</sup>, 8:00 P.M. EST. 3<sup>rd</sup> Quarterly Poppy Committee Meeting** - Department Chairs, Department Presidents, and Department Secretary are all encouraged to attend.

**May 15<sup>th</sup>, 2025, Department Annual Reports Due** – Annual reports are due by email to the Division Chairman and National Chairman. The Department's Annual Reports are separate from the Department and Unit Award Reports.

**National Poppy Day 2025** - May 23, 2025 (always the Friday before Memorial Day).

**June 1<sup>st</sup>, 2025 Department and Unit Award Nomination Form Completed and Submitted** - <https://member.legion-aux.org/National-Awards-Form>

## Resources

### National Poppy Facebook Group

Join us on Social Media for additional information and ideas. Do not forget to answer the questions!

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

### Poppy Program Engagement Plan

<https://member.legion-aux.org/Member/Committees/Poppy/Get-Involved-Poppy>

### Questions?

[Poppy@ALAforVeterans.org](mailto:Poppy@ALAforVeterans.org)

### Poppy Annual Reporting Guidelines

<https://member.legion-aux.org/Member/Poppy-Annual-Reporting-Guidelines>