

AMERICAN LEGION AUXILIARY DEPARTMENT OF WISCONSIN CHAIRMAN AND COMMITTEE MEMBER'S JOB DESCRIPTION

PROGRAM: Poppy

PURPOSE OF THIS CHAIRMANSHIP: To elevate community awareness and respect for our veterans by educating our membership and the public about the poppy's significance and the financial benefit realized by our nation's veterans as a result of its distribution.

REPORTS TO: Department President, Central Division Chairman, National Chairman

RESPONSIBILITIES:

1. General knowledge of the Department Constitution and Bylaws, Standing Rules, the Redbook, and the Unit Handbook. Specific knowledge of these as they apply to this program.
2. Be familiar with the National website, especially as it pertains to this program.
3. Read and understand the National Program Engagement Plan for this program.
4. Develop a department Program Engagement Plan for this program based on national guidelines.
5. Write articles for the *Wisconsin* publication and bi-monthly unit mailings as scheduled by Department Headquarters. Articles should highlight a unique idea or project, if possible, to inspire units and members to try something new to support the program.
6. Promote this program with all 12 District Presidents and the District Program Chairmen, if applicable. Send an email with the link to current Wisconsin Program Engagement Plan and related articles or bulletins to engage and involve district members in this program's activities.
7. Give program presentations at Unit, County and District meetings as requested.
8. Be prompt in response to Department Headquarters requests. Meet all deadlines.
9. Email is the preferred form of communication. Please have a current email address on file at Department that is checked regularly.
10. Be available and responsive to units and members program questions.
11. Assemble Poppy Cards w/charms for the ALA Badger Girls State program. Supplies are provided by Department.
12. Make poppy corsages for the ALA Badger Girls State session. Contact ALABGS Chairman for specific details.
13. Make poppy corsages for Poppy Princesses, ALABGS Governor and other distinguished guests at Department Convention upon request of the Distinguished Guests Chairman.
14. Reports: Prepare and submit the following:
 - Annual Reports and Contest Entries to the Central Division Chairman (if requested), National Chairman, Department President, Department Secretary and Department Historian
 - Article for the Convention yearbook
 - Article for Convention Packet of Program Reports
15. Attend Department Executive Board meeting at convention.
16. All chairmen must turn over all materials from their program to the incoming chairman at Convention unless other arrangements are made in advance.

SPECIFIC RESPONSIBILITIES FOR THIS PROGRAM:

1. Promote and circulate the history of the poppy and significance of its distribution.
2. Suggest Unit Public Relations Committee to send PSAs (Public Service Announcements) to newspapers prior to distribution days explaining mission of program and locations of distribution.
3. Encourage participation in the Poppy Poster Contest in schools for grades 2 through 12 and Students with Special Needs.
4. Suggest Units create local coloring or poster contest for children in kindergarten and first grade to prepare them for future Poppy Poster Contest.
5. Encourage participation in the Little Miss Poppy Contest ages 6-12.
6. Encourage Units to distribute poppies many times throughout the year.
7. In early February, contact the Wisconsin Governor's Office to issue a Poppy Proclamation for the month of May. Have the original signed Poppy Proclamation sent to Department Headquarters for publication in the *Wisconsin*.
8. Suggest Units work with their Posts to find more veterans to make poppies.
9. Encourage units to participate in national Poppy contests.
10. Develop department contests to support the national Program Engagement Plan. Obtain judges and establish judging criteria.
11. Notify Department Headquarters of any awards, contest citations, checks or plaques needed.
12. May is Poppy month. Email an article or bulletin to all 12 District Poppy Chairmen in April so they can promote the program during Poppy month.

FINANCE AND BUDGET:

Budget for Fiscal Year Ending 5/31/2024: \$100.00

1. An itemized bill is required for any and all expenses to be reimbursed by Department. Prior approval by the Department President and the Finance Committee is required for any expense that will exceed the budget.
2. Submit all allowable expenses incurred for this program by May 15th.
3. If a chairman wishes to donate expenses, proper accounting of the costs of this program must be submitted as outlined in number one above to provide the Finance Committee a true accounting of the costs of the program.
4. Review this program by March 1st to determine if funds allocated for general expenses and/or awards meet the requirements or if adjustments should be made for the next fiscal year. Submit recommendation to the Department Executive Secretary-Treasurer.

MEASUREMENTS FOR SUCCESS:

- Increase public awareness of the memorial poppy
- Increase number of entries for Poppy Poster contest
- Increase number of entrants for Miss Poppy contests
- Increase in number of contest applicants
- Increase in dollar amount of poppy donations
- 100% Unit Reporting