



AMERICAN LEGION AUXILIARY DEPARTMENT OF WISCONSIN

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“Poppy” Calls

What are “Poppy” Calls? It is taking the time to contact any member or former member who may have lost touch with the unit and may need help. It is taking the time to say “Hi, how can we help you?” without asking for membership dues. The most important part of the call is to see if the member and their family are OK, if the unit can help and to invite them to celebrate any planned events or activities. We need to do what our founders did and make personal contact with members in our communities.

The Legion did Buddy Checks in 2019-2021 and they were so successful that National passed Resolution 18 at the 2019 National Spring Conferences to have Buddy Checks twice per year – the weeks in which The American Legion birthday and Veteran’s Day fall. The resolution also states that this will now be an item to report on the annual Consolidated Post Report. For the Auxiliary, it can be reported under Community Service, Americanism, C&Y or VA&R, depending on the reason for the call!

The Department of Wisconsin Membership Committee wishes to make this process easier for its units. The following outline is a Best Practice solution for the “Poppy” Calls throughout the year.

Material needed

- “Poppy” Call scripts
- Current and older membership list (can download from ALAMIS)
- Optional: www.whitepages.com paid access (\$20 per month and can cancel at any time)

Best Practice steps

- Have your membership chairman, secretary or president bring a list of members from your unit (current or back a couple of years) to the July meeting
 - All phone numbers should be on the list.
 - Current contact information and address should be on a list if your unit sends cards instead.
- Divide the list by 12
- Create your “Poppy” Call teams.
 - Determine your plan for the “Poppy” Calls:
 - Have the team come in ½ hour early for the meeting and make as many calls before the meeting starts, or
 - Divide the list even further and give each member on the team a list of members to call prior to the next meeting.
 - Example – Let’s say the unit has 120 members. Divided by 12 and it takes the number to call per month down to 10 Now, if you have 5 members on your team, each would get 2 members to call before the next meeting. This means that each member would make 2 calls each month. Pretty manageable!
 - Use the scripts that are available to help make the call even easier. Modify as needed to make them more relevant to your unit.
 - NOTE: If you are unable to contact a member or cannot find a phone number, get a family member and go to the member’s home!
- Other ideas: send out birthday cards, anniversary cards, ‘thinking of you’ cards, Christmas cards, etc.





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"Poppy" Call Sample Scripts

The following scripts can help you and your team make "Poppy" calls to members and former members. Use these, modify them, or draft your own before reaching out. Remember, the most important part of the call is to see if the member and their family are OK, if the Auxiliary can help and to invite them to celebrate any planned events or activities.

MEMBER CALL

Hi, [MEMBER'S NAME]. This is [YOUR NAME] from our Auxiliary unit. Our unit is calling each member to see how they're doing and if the unit can be of assistance in any way.

Just a reminder our unit meets (date and time) and we would like you to be part of our meetings. We do understand if you are unable to attend, we have other options available to participate for you and your family.

Upcoming events that are happening are _____. If you would like to be actively involved please let me know and I will make the arrangements and contacts for you. If not, please join us on (date of event) and meet some of the members of our unit.

Please let me know if there is anything we can do for you or your family.

I'm also calling just to say thank you for honoring your loved one's service with your continued membership. Thank you for helping to fulfill our mission of *SERVICE NOT SELF!*

My phone number is [XXX-XXX-XXXX] and my email address is [xxxx@xxx.xxx]. I look forward to hearing from you.

See you soon!

MEMBER WHO HAS NOT YET RENEWED OR EXPIRED

Hi, [MEMBER'S NAME]. This is [YOUR NAME] from American Legion Auxiliary Unit [xxx]. I want to thank you for your membership and see how things are going for you and your family.

I noticed your current membership has not been renewed and I would like to encourage you to renew either online or by sending in your membership notice to (membership chairman contact information).

All of our members are important to us. We understand not everyone can be actively involved at this time but just by your membership you increase our impact in the community, state and nation. Your membership counts!

Thank you for honoring your loved one's service with your continuous membership.

If you need anything, call me anytime at [XXX-XXX-XXXX] or email me at [xxxx@xxx.xxx].

Let's stay in touch!

ACCESS THESE SCRIPTS ONLINE AND MODIFY THEM TO SUIT YOUR NEEDS

WWW.AMLEGIONAUXWI.ORG