



## **2021-2022 POPPY PROGRAM ACTION PLAN**

Marla Knuettel, Department Chairman  
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The purpose of the Poppy Program is to honor veterans for their service and sacrifice by promoting circulation of the poppy, educating all people of the poppy's history, and the significant financial benefit realized by our nation's veterans as a result of its distribution.

Using the image and story of the Flanders Field poppy to educate people about the sacrifices of our military service members helps us raise awareness of The American Legion Family.

### **What can you do?**

#### **1. Promote the Poppy program and increase poppy revenue.**

- Contact local business for permission to distribute poppies on their premises. Make sure you have permission for liability purposes; in some instances, permits are required.
- Send a thank you to businesses that allow distribution. Consider using the Poppy Poster thank you cards, available through Emblem Sales, for your communication.
- Wear a poppy to promote conversation and awareness.
- Educate your community through local media outlets, unit/post websites and Facebook sites, explain the mission of the Poppy Program, and what the collected funds are used for.
- Distribute poppies multiple times through the year. Invite all members of The American Legion Family to assist with distribution.
- Contact local media outlets (television, newspaper and radio) with facts about where and when poppies will be distributed in your community.
- Contact local legislative offices to announce poppy distribution days, and request proclamations declaring Poppy Days in your community.
- Promote participation in the Poppy Poster Contest and Little Miss Poppy Contest. See Contest Requirements in this program plan for more information.

#### **2. Increase the number of poppy makers.**

- Units partner with The American Legion to recruit poppy makers in their home posts.
- Bring Community awareness by hosting a "Veterans Making Poppies" at your home post.
- Set up meetings with occupational and recreational therapists at local Department of Veterans Affairs medical centers (VAMC's), Community Based Outpatient Clinics (CBOCs) or community hospitals to incorporate poppy making into their therapy programs.
- "How to Recruit New Poppy Makers" information can be found on the Poppy Page at [www.ALForVeterans.org](http://www.ALForVeterans.org).

3. **Celebrate National Poppy Day ® (Friday, May 27, 2022) and educate your community on the meaning and the history of the poppy.**

- Wear a red poppy all day and tell everyone why.
- Distribute poppies to friends, co-workers and family and tell everyone why.
- Collect donations at your workplace to give to the Poppy Program.
- Tell the story on Facebook of who you are and why you are wearing your poppy for remembrance and support on National Poppy Day®.
- See resource section in this program plan for more information.

### **Poppy Awards**

1. **Best Overall Poppy Program:**

Citations will be presented at State Convention to (3) Units submitting the best pictures and narrative report describing how they used the poppy throughout the year. Included in this typewritten narrative report, not to exceed 1000 words, should be photos of items used to promote the use of poppies throughout the year. Photos and narrative reports should be sent to the Department Chairman by **May 1, 2022**.

Entries for the Most Outstanding Overall Poppy Program national citation must include the award cover sheet, available online under the Annual Supplement to the Programs Action Plan on the national website. The entry must be typewritten in narrative format, not to exceed 1000 words. The report should cover all areas of emphasis and any relevant information involving program activity and describing your use of the poppy throughout the year.

2. **Poppy Usage Award:**

Citations will be presented to Units describing how they used the poppy throughout the year. Included in this report should be photos of centerpieces, wreaths, corsages, and any other media that promotes the use of poppies through the year. Photos and narrative reports should be sent to the Department Poppy Chairman throughout the year. **Deadline May 1, 2022.**

3. **Poppy Revenue Award**

Citation will be awarded at Department Convention to the Unit that has reported receiving the greatest percentage of poppy revenue based on membership numbers (per Dept. of WI ALA Membership report as of May 1, 2022). Reports due to the Department Chairman - **May 1, 2022**; included in report is a copy of Unit's Poppy Profit Report.

## **Poppy Poster Contest:**

Units shall sponsor contests in local schools. When schools do not conduct activities, other youth groups, including junior members, may participate under direct supervision of the Unit.

The contest shall have seven classes:

- Class I: Grades 2 and 3
- Class II: Grades 4 and 5
- Class III: Grades 6 and 7
- Class IV: Grades 8 and 9
- Class V: Grades 10 and 11
- Class VI: Grade 12
- Class VII: Students with special needs defined as:
  1. Those in special education classes.
  2. A student recommended for special education classes but who has not been admitted due to a waiting list or various other factors.
  3. A child identified as having a disability, but not in a special education class due to lack of facilities, identification 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 red Flanders Field poppy
4. The department shall determine the closing date of the unit contest. The poster shall be on 11x14 poster board. (Drawing paper will not be accepted)
5. The United States flag may be used as long as there are no infractions of the flag code.
6. Posters will be judged using the following criteria:
  - A. 50% - poster appeal (layout, message, originality)
  - B. 40% - artistic ability (design and color)
  - C. 10% - neatness
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 and the name of the department
9. Submissions become property of the American Legion Auxiliary. Through submission of artwork, contestants and their legal guardians’ grant non-exclusive reproduction and publication rights to the works submitted and agree to have their names and artwork published for commercial use without additional compensation or permission
10. The poster shall be the work of only one individual.
11. The label “In Memoriam” from the veteran-made poppy may not be used.

## **Poppy Poster Contest Judging and Awards**

1. Posters submitted for Department citations will be judged using the criteria listed above.
2. A citation will be given for the most outstanding poster in each classification.
3. Posters are due to Marla Knuettel, Department Chairman, 1507 Smith Street, New London, WI 54961 by **May 1, 2022.**

4. All department entries are due to the division chairman by June 1, 2022
5. While ALA representatives will do their best to return all posters, it is not guaranteed. We recommend participants take a picture or scan their poster for their records.
6. Submissions become property of the American Legion Auxiliary. Through submission of artwork, contestants and their legal guardians grant nonexclusive reproduction and publication rights to the works submitted and agree to have their names and artwork published for commercial use without additional compensation or permission.

**Department and National Little Miss Poppy Contest:** Little Miss Poppy (ages 6-12)

1. Participant must be between 6 and 12 years of age and be a junior member in good standing of the American Legion Auxiliary
2. Promotional activity of the Poppy story must occur through The American Legion, the American Legion Auxiliary and the community
3. Selection of Little Miss Poppy is at the discretion of the Unit or District.
4. For Department Little Miss Poppy consideration, participant must submit a Little Miss Poppy scrapbook (8-1/2" x 11") containing photographs and clippings illustrating how she promoted the American Legion Auxiliary poppy. Only those scrapbooks that contain a self-addressed envelope with postage will be returned. Although every effort will be made to return the scrapbook, accidents do happen so all entrants must allow for that risk
5. Criteria for judging Little Miss Poppy Scrapbook entries:
  - A. Costume (there is no specific dress code or particular dress color for Miss Poppy)
  - B. Promotion of the Poppy Program: What did you share and do
  - C. Publicity of poppy activities (newspapers, radio/TV, etc.)
  - D. Narrative report on "What I have Learned Being Little Miss Poppy"
  - E. Essay on "Memorial Poppy" not to exceed 100 words
  - F. The memorial poppy must be visible in all promotion and publicity submitted
  - G. Neatness and creativity
  - H. Cover page to include member name, unit number, age division and year
  - I. Judging scale will be 1 through 10 for each area of judging for entire entry
7. **Deadline for entry:** Scrapbooks must be sent to Department Chairman postmarked by **May 1, 2022**.
8. Winner of the Department Little Miss Poppy contest will receive a citation plaque.
9. The Little Miss Poppy winner will be invited to appear at the Department Convention, immediately following her selection, and if she so chooses, will travel at her own expense.
10. Department Chairman will submit the winning scrapbook to the national division chairman for National Little Miss Poppy consideration.
11. If the poppy scrapbook is to be returned, members must include a self-addressed, stamped envelope. Although every effort will be made to return the scrapbook, accidents do happen so all entrants must allow for that risk.

## Poppy Reporting

### **Mid-Year Reports:**

Although Mid-Year reports are optional this year, I would love to hear what you have done by December 3, 2021 to the Department Poppy Program Chairman, Marla Knuettel, 1507 Smith Street, New London, WI 54961.

### **Annual Reports:**

Annual Reports reflect the program work of Units in the department. It is requested that photos of select Unit projects accompany these reports. Each Unit Poppy chairman is to submit a narrative report by **April 15, 2022**, to Marla Knuettel, Department Chairman, 1507 Smith Street, New London, WI 54961.

### **Please include answers to the following questions as part of your narrative report:**

- How did your members promote the Poppy Program?
- How did your members increase poppy revenue?
- How did you promote the poppy Poster Contest?
- How did you promote the Little Miss Poppy?
- How many girls participated in Little Miss Poppy?
- How did your members increase the number of poppy makers in your department?

### **Additional Resources You Can Use**

1. ALA Poppy Program Guide: *Expanded Ways to Use the Poppy Symbol to Raise Funds and Awareness* (available for download at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)). Related materials and information can be found on the Poppy page of [www.ALAforVeterans.org/Programs/Poppy](http://www.ALAforVeterans.org/Programs/Poppy) under Poppy Toolkit.
2. Poppy Poster thank you cards, available through Emblem Sales
3. *American Legion Auxiliary Unit Guide Book*
4. Poppy seed packets for Poppies Across America can be purchased at America Meadows, [www.AmericanMeadows.com](http://www.AmericanMeadows.com), 802-951-5812, or at a local garden shop.
5. National Poppy Day ([www.legion.org/poppyday](http://www.legion.org/poppyday))
6. For the following how to sheets, visit the Poppy Page at [www.ALAforVeterans.org](http://www.ALAforVeterans.org):
  - How to Recruit New Poppy Makers
  - How to Increase Unit Poppy Revenues
  - How to be an ALA Poppy Production Manager
  - How to Promote Membership Through Poppy
7. The national Poppy Facebook group, search "ALA Poppy"

### **National Poppy program contact information:**

Sallie Rossman, National Chairman  
Department of Virginia  
Ph: 434-429-4150  
Email: [sabrossman@comcast.net](mailto:sabrossman@comcast.net)

Karen Lowe, Central Division Chairman  
Department of Indiana  
Ph: 765-585-0339  
Email: [kloweala29@hotmail.com](mailto:kloweala29@hotmail.com)

### **Committee Contact Information:**

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



**AMERICAN LEGION AUXILIARY  
DEPARTMENT OF WISCONSIN  
2021-2022 Poppy Award Cover Sheet**

Send completed form to:  
Marla Knuettel, Poppy Chairman  
1507 Smith Street, New London, WI 54904  
Email: [mk54961@yahoo.com](mailto:mk54961@yahoo.com) ♦ Ph: 920-538-2186

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National Committee Sponsoring Award: Poppy

Type of Award:  District  Unit

Name of Award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a District Award:**

Name of Department: \_\_\_\_\_

Name of District Chairman: \_\_\_\_\_

Chairman's phone number: ( ) \_\_\_\_\_ ALA Member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a Unit Award:**

Be sure to give the complete name of your Unit. The Award Certificate will be prepared using the information you include below

Unit # \_\_\_\_\_ Full Official Unit Name: \_\_\_\_\_

Unit President / Chairman (circle one) Name: \_\_\_\_\_

Phone Number: ( ) \_\_\_\_\_ ALA Member ID#: \_\_\_\_\_

Email Address: \_\_\_\_\_