

Department of Virginia
2018-2019 Poppy Program



Using "Flower Power" to honor our Veterans and Military

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What is the Poppy, and why is it important to our Veterans?

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 Legion Family and link us to our mission in the eyes of the public.

What can you do?

1. Promote the Poppy program and increase poppy revenue.

Ideas:

Member

- Contact local businesses 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.
- Help local schools organize poppy drives. Make the drive competitive. Give a citation to the class raising the most money during their poppy drive.
- Wear a poppy to promote conversation and interest.

Unit

- Educate your community about how funds collected help veterans.
- Contact local legislative offices to announce poppy distribution days, and request proclamations declaring Poppy Days in your community.
 - Deliver poppies to local media outlets (television, newspaper and radio) along with facts about where and when poppies will be distributed in your community. Even if they are not visible “on air,” these people tend to be influencers in the community.

2. Increase the number of poppy makers in your department.

Ideas:

Member

- Set up meetings with recreational and occupational therapists at local Department of Veterans Affairs medical centers (VAMCs), Community Based Outpatient Clinics (CBOCs) or community hospitals to incorporate poppy-making into their therapy programs.

Unit

- Distribute “How to Recruit New Poppy Makers” promotion information. See resource section in this program Plan for information.
- Partner with The American Legion to recruit poppy makers within their post homes and departments.
- Post information on “How Veterans Can Make Money by Making Poppies” in local VA homes, medical centers, clinics, nursing homes and other community organizations that house and care for veterans.

3. Celebrate National Poppy Day and educate your community on the meaning and the history of the poppy.

Ideas:

Member

- Search Pinterest.com for ideas of items you could distribute alongside red crepe paper poppies, like Spritz cookies.
- Send a bouquet of poppies and bookmarks to school with your child.
- Make a poppy wreath for the door of your home, office, or school.
- Collect donations at your workplace/hair salon/doctor's office to donate to the Poppy program.
- Tell your story on Facebook of who your poppy represents or remembers on National Poppy Day. Don't forget to tag with #PoppyDay #LegionFamily.

Unit

- Talk to leaders of nearby post and units to make sure key areas in your community are covered, and organize a poppy distribution at local Memorial Day ceremonies. Make sure to wear your Auxiliary branded apparel.
- Invite a local dignitary to lay a poppy wreath at a memorial in your community and invite unit members to be present. Consider singing patriotic songs or other ways to involve your unit members.

POPPY REPORTING

Mid-Year Reports

Mid-Year reports reflect the program work of Units in the Department, and are intended as an opportunity for mid-year correction. Each Unit is to submit a Mid-Year report by December 1, 2018 to Darla Lisbon, Department Poppy Chairman, 2085 Chapel Road, Middletown, VA 22645

Year-End Reports

Annual reports reflect the program work of Units in the Department, and may result in a national award for participants if award requirements are met. Each Unit is to submit an End of Year report postmarked by April 15th. Mail entries to Darla Lisbon, Department Poppy Chairman, 2085 Chapel Road, Middletown, VA 22645.

As part of your narrative report, please include answers to the following questions:

- How did your members promote the Poppy program?
- How did your members increase Poppy revenue?
- How did your members increase the number of poppy makers in your Department?
- How did Units promote the Poppy Poster contest?
- How do Units in your Department promote Little Miss Poppy?

POPPY AWARDS

DEPARTMENT AWARDS

Department Award: Best Overall Program

- Awarded to the Unit that conducted the best overall promotion of the Poppy program.
- Narrative not to exceed 1000 words and include the "Total Word Count" at the bottom of the narrative.
- May include pictures, news articles, and releases, etc...
- Attach an Award cover sheet, including the name of the award, as well as, the name and contact information of the Unit President or Poppy Chairman.
- Entries must be postmarked by April 15, 2019 to Darla Lisbon, Department Poppy Chairman, 2085 Chapel Road, Middletown, VA 22645.

Convention Award: Outstanding Unit Promotion of Poppy Activities

- Awarded to the Unit that conducted the best overall promotion of the Poppy program.
- Narrative not exceed 1000 words and include the "Total Word Count" at the bottom of the narrative.
- May include pictures, news articles, and releases etc....
- Attach an Award cover sheet, including the name of the award, as well as, the name and contact information of the Unit President or Poppy Chairman.
- Entries must be postmarked by April 15, 2019 to Darla Lisbon, Department Poppy Chairman, 2085 Chapel Road, Middletown, VA 22645.

Poppy Contest and Awards Deadlines and Submission Requirements:

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 for 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. Each department shall establish its own procedure for judging.
2. A citation will be given for the most outstanding poster in each classification within the five divisions.
3. Unit members should follow deadlines and process for the department.
4. All department adjudicated entries must be sent by the department chairman to her national division chairman postmarked by the date found in the current supplement. (See addresses located in the supplement for specific division contact information and postmark deadline.)
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 National Headquarters. 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 Miss Poppy Contest: Little Miss Poppy (Ages 6-12)

1. Participant must be between six and twelve 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 throughout the American Legion, the American Legion Auxiliary, and the community.
3. Selection of Little Miss Poppy is at the discretion of the Unit.
4. For National Little Miss Poppy consideration, participant must submit a Little Miss Poppy scrapbook (8 ½ by 11) containing photographs and clippings illustrating how she promoted the American Legion Auxiliary poppy in her Department. 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 or 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 publicly submitted.
 - G. Neatness and creativity
 - H. Cover page to include member name, unit name, state, age division, and year.
 - I. Judging scale should be 1 through 10 for each area of judging for entire entry.
6. The Little Miss Poppy (ages 6-12) winner will be invited to appear at the ALA National Convention, immediately following her selection, and if she chooses, will travel at her own expense.
 - ❖ Winners of the National Little Miss Poppy contest each will receive a citation plaque.
7. Please follow Department Guidelines for submitting entries.
 - ❖ If 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.

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter.

Poppy Contest

The Fall Conference Poppy Contest categories will be:

Wreath

Centerpieces

Table Favors

Corsage

Arrangements themes will be upcoming holidays (Fall, Halloween, Thanksgiving, Christmas, Traditional/Department theme and Patriotic)

Junior entries will be the same categories but judged separately.

The Spring Conference Poppy Contest categories will be:

Hats or Bonnets

Spring Centerpieces

Patriotic Display

Corsages

Junior entries will be the same categories but judged separately.

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). Related materials and information can be found on the Poppy page of 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, (877) 309-7333, or at a local garden shop.
5. For the following how to sheets, visit www.alaforveterans.org/Programs/Poppy/ :
 - 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
 - How to Maximize Poppy Contributions
6. The national Poppy Facebook group, search "ALA Poppy"
7. Your national Poppy committee members (see Poppy program page on the national website or Annual Supplement for contact information)



American Legion Auxiliary
Department of Virginia
2018-2019 Mid-Year Poppy Report

Unit _____ District _____ Zone _____

How did your Unit distribute poppies? _____

How many poppies did your Unit order to date? _____

Was this an increase from the previous year? _____

How were poppy donations used? _____

What did your Unit do to educate the community about the Poppy? _____

Did your Unit participate in the Fall Conference Poppy contest? _____

Did your Unit have a Little Miss Poppy? _____

What other ways did your Unit participate in the Poppy program? _____

Mid-Year Reports are due by December 1, 2018. Please send reports to:

Darla Lisbon

2085 Chapel Road

Middletown, VA 22645

Or email: poppy@vaauxiliary.org



**Year End Report
2018-2019 Poppy Report Form**

Unit _____ District _____ Zone _____

Unit President's Name: _____

Unit Chairman: _____

Address: _____

City: _____ Zip Code: _____

Telephone Number: _____

1. Number of poppies ordered: _____ is this an increase over last year? _____
2. How many times did your Unit distribute poppies? _____ Total hours: _____
3. Total donations collected? _____
4. Please describe how Poppy funds were used. _____

5. Did your Unit have a display table with Poppy history and informational material? _____
Please describe: _____
6. Did your Unit participate in the Department Poppy contest? Fall? _____ Spring? _____
7. Did your Unit promote/organize a Poppy Poster contest? _____
8. Did your Unit hold a Little Miss Poppy/Miss Poppy contest? _____
9. How did your Unit publicize the Poppy? Newspaper _____ Social Media _____
Personal Contact _____ Other _____

What new idea did your Unit try this year? _____

Please attach a narrative of no more than 1000 words, typed and double-spaced, describing your Poppy program. Please include articles, pictures, and clippings. Only narratives will be considered for Poppy Awards. Please send reports to:

Darla Lisbon

2085 Chapel Road

Middletown, VA 22645

Or Email: poppy@vaauxiliary.org

YEAR-END REPORTS ARE DUE BY APRIL 15, 2019



American Legion Auxiliary
National Report and Award Cover Sheet

Please note, your report will also be viewed as an award entry.

Complete the following if you are applying for a member award. Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: _____ Full official Unit name: _____

Name of state where you are a member: _____

Member Name: _____ ALA member ID # _____

Nominating Member (if different from above): _____

Nominator's Phone Number: (____) _____

Nominator's Email Address: _____

National Committee sponsoring Award: _____

Type of Award: _____ Department _____ Unit _____ Member

Name of the award you are applying for: _____

For a Unit award or to submit a year-end Unit narrative, please complete this section. 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: _____

Name of Department: _____

Unit President/Chairman (circle one) name: _____

Above listed person's ALA member ID # _____ Phone Number: (____) _____

Email Address: _____

For a Department award or to submit a year-end Department narrative, please complete this section.

Name of Department: _____

Name of Department Chairman: _____

Chairman's Phone Number (____) _____ ALA Member ID # _____

Chairman's Email Address: _____

2018-2019 POPPY ORDER FORM

DEPARTMENT OF VIRGINIA

Unit/Post _____ District _____ Zone _____

Unit Chairman: _____ Telephone: _____

Address: _____

City: _____ Zip: _____

Check one: _____ This is our first time ordering poppies from ALA Dept. of Virginia.
_____ This is an increase from last year's order.
_____ This is a decrease from last year's order.

Date(s) of planned distribution(s): _____

Amount collected from last year's distribution(s): _____

Mail 2019 Poppies to: _____ Phone: _____

Street Address: _____

City: _____ Zip: _____

Poppy Prices: 100--\$12.50	500--\$62.50	1,000 - \$125.00	1,500 - \$187.50
2,000 --\$250.00	2,500--\$312.50	3,000--\$375.00	3,500--\$437.50
4,000--\$500.00	4,500--\$562.50	5,000--\$625.00	10,000--\$1,250.00

Standing Rule #31d - Ten percent (10%) of the gross receipts of Poppy sales from 2017-2018 must have been sent to ALA Department of Virginia's Secretary/Treasurer before you order 2018-2019 poppies.

Standing Rule #31e - Any Unit ordering 500 or more poppies is obligated to pay all required citations (1A, 1B, 1C, 1D, 1E, and 1F) of ROAR assessments before ordering 2018-2019 poppies.

****Make all checks payable to ALA Department of Virginia****

Mail 2018-2019 order form and payment to:

Darla Lisbon

Department Poppy Chairman

2085 Chapel Road

Middletown, VA 22645

Note: Order deadline for ROAR citations is February 1, 2019

DEADLINE FOR POPPY ORDERS IS MAY 1, 2019

*****Do not write below this line*****

Order Number _____ Date Received _____ Check # _____ Check Amount _____