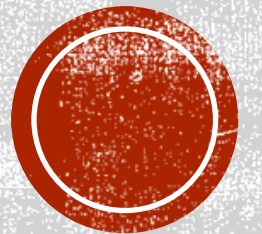




ALA POPPY PROGRAM



Connecting the visual image of the poppy with the sacrifice of service made by our veterans has been an important goal of the American Legion Auxiliary Poppy Program since its inception in 1921. On Memorial Day and Veterans Day, millions of red crepe paper poppies are distributed across the country in exchange for donations that go directly to assist disabled and hospitalized veterans in our communities.





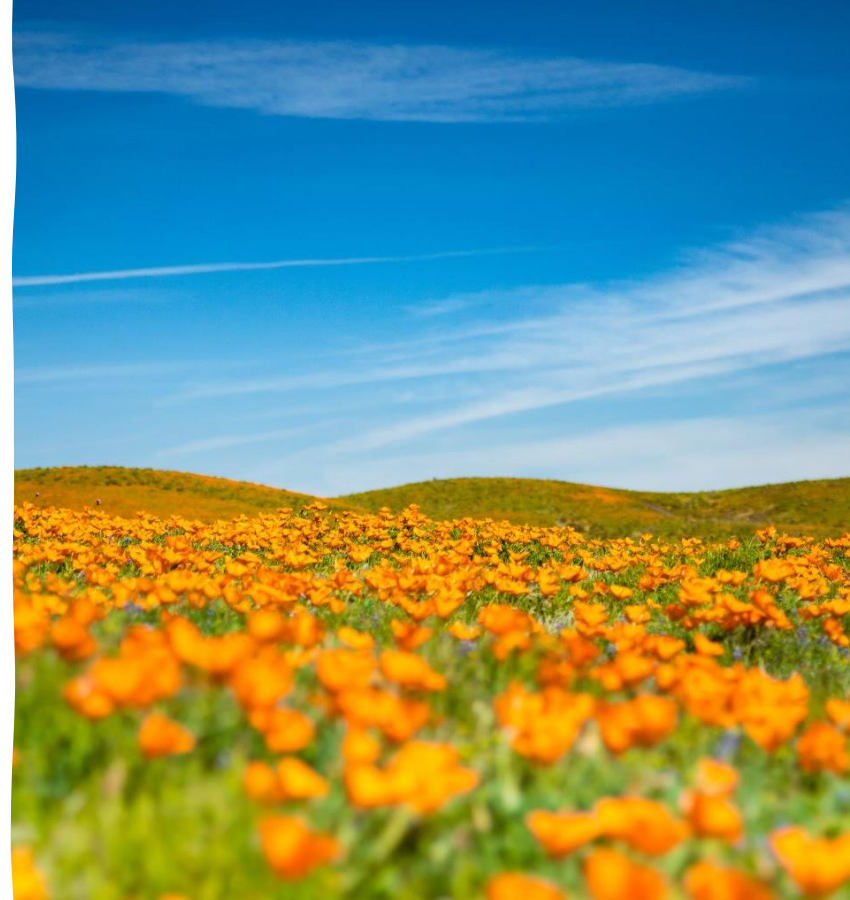
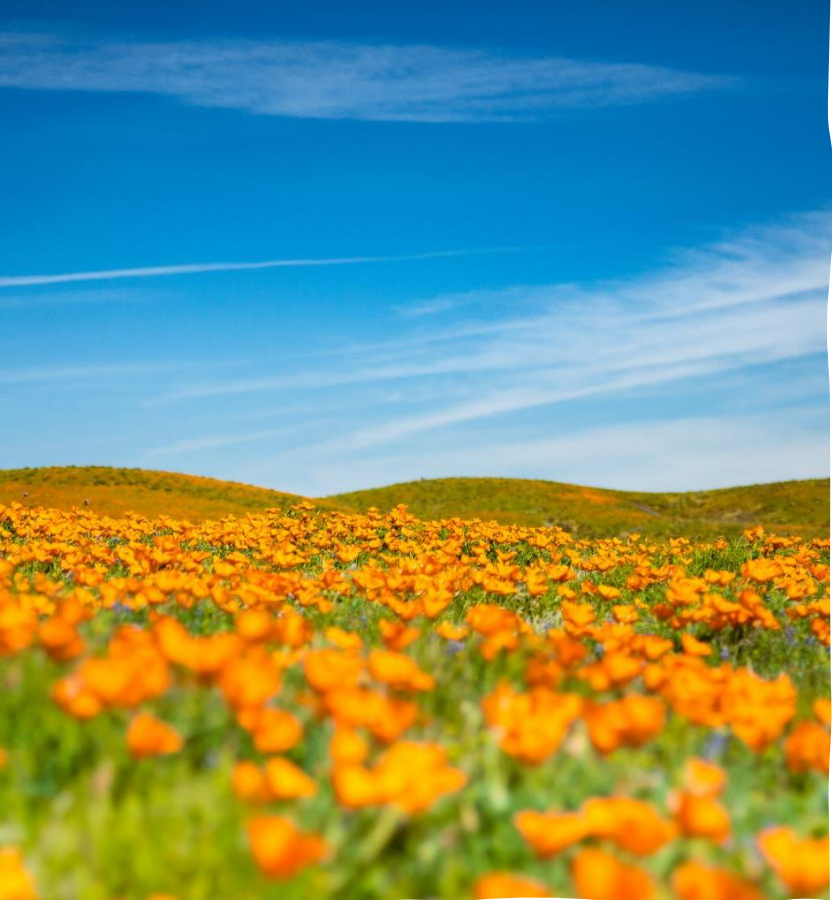
Think outside the box.

Get your community involved, here a unit member's company did a women's outreach. Waconia Unit 150, 3rd District



MORE OUTREACH THIS GROUP MADE OVER 800 POPPIES





VETERANS MAKING POPPIES

- Department Junior Fun Weekend



DEPARTMENT JUNIOR FUN WEEKEND

MADE 912
POPPIES



**You can
make
Poppies
anywhere.**



This year one thing they want to promote is using our Junior and young SAL members as ambassadors.

1. Identify Juniors and young SAL members willing and able to promote the poppy.
2. Train your poppy ambassadors on how to distribute poppies, the story of the poppy, The Poppy Lady, “In Flanders Field.
3. More to come throughout the year.

Poppy

Promote poppy ambassadors among your ALA Juniors and young Sons of The American Legion:


- Identify Juniors and young SAL willing and able to promote the poppy.
- Train your poppy ambassadors on how to distribute poppies, the story of the poppy, The Poppy Lady, “In Flanders Field”, etc.
- Supply them with poppies to distribute, and poppy cans to collect donations.
- Work with the Junior chair/advisor to schedule opportunities for poppy ambassadors to distribute poppies. Make sure adults from your Legion Family accompany your poppy ambassadors.
- Poppy ambassadors should be dressed for the occasion. Legion Family branded attire is always a good choice.

Resources:

- <https://member.legion-aux.org/member/committees/poppy>

Support activity:

- Have members bake cupcakes and cookies decorated with poppies as a treat after distributing poppies.
- Print Poppy Coloring Books and poppy bookmarks for your poppy ambassadors to give out.

Get Involved: 

Poppy@AL AforVeterans.org



POPPY POSTER CONTEST

- Submitted by Vice Chair Jammie Phillips



- **Have you started promoting the Poppy Poster Contest? If not, now is the perfect time to get started. Units should work with local schools, Junior Auxiliary Members, and other local youth organizations to promote the Poppy Poster Contest. When working with your community, try thinking outside the box. Reach out to your local library and inquire about collaborating with them to sponsor a Poppy Poster Contest, and don't forget to check with local homeschool organizations.**
- Rules will be out in a Unit mailing very soon.



LITTLE MISS POPPY (AGES 6-12)

- The Little Miss Poppy award submissions are now electronic again this year.
- Participants must be between 6 and 12 years of age as of June 1st and be a Junior member in good standing.
- Here are a few of the criteria for judging Little Miss Poppy entries:
 - The memorial poppy must be visible in all promotion and publicity submitted.
 - There is not specific dress code or dress color.
 - Promotion of the Poppy Program: What did you share and do?
 - Publicity of poppy activities.
 - Submitted file must include the following information (both pictures and descriptions).
 - What I learned during my time as Little Miss Poppy?
 - How I shared the story of the poppy with my community?
 - What does the poppy mean to me?
 - What activities did I attend to promote the poppy and its meaning?

Age-appropriate originality with considerations for neatness and creativity.



**IN CLOSING
WE HAVE ALL HEARD THE POEM “
IN FLANDERS FIELD” BY JOHN
MCGRAE
BUT DID YOU ALL KNOW THAT JOHN
MITCHELL WROTE A REPLY-I DIDN'T
SO I WANT TO READ IT TO YOU.**

▪ **The Answer**

- In Flanders Field the cannon boom
And fitful flashes light the gloom;
While up above, like Eagles, fly
The fierce destroyers of the sky;
With stains the earth wherein you lie
Is redder than the poppy bloom
In Flanders Field.
- Sleep on ye brave! The shrieking shell,
The quaking trench, the startling yell,
The fury of the battle hell
Shall wake you not; for all is well.
- Sleep peacefully, for all is well.
Your flaming torch aloft we bear,
With burning heart an oath we swear
To keep the faith to fight it through
To crush the foe, or sleep with you
In Flanders Field





**ANY QUESTIONS
PLEASE FEEL FREE
TO CONTACT ME**

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