

POPPY GUIDE

2009 - 2010

PURPOSE: 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.

Poppy Objective 1: To increase the number of veteran poppy makers in each Department by 10.

Action Steps:

- a. Meet with staff in the VAMC facilities and/or outpatient clinics in the communities to promote the making of the Poppy, and the opportunity of income for the Veteran.
- b. Distribute to the community material telling of how the proceeds help the veteran.
- c. Involve the American Legion, S.A.L., Wheelchair veterans and/or auxiliary and get the Juniors in the recruitment of volunteers.

Poppy Objective 2: Reconnect with the poppy's significance by sharing the Flanders Field Story whenever possible.

Action Steps:

- a. Promote participation in the schools for the Miss Poppy Contest and the Poppy Poster Contest.
- b. When distributing material for promotional purposes include the Flanders Field Story.
- c. Create and maintain through Social Networking a page dedicated to telling the significance of the Poppy telling the Flanders Field Story.

Poppy Objective 3: Increase Unit Poppy revenues by 25 percent.

Action Steps:

- a. Get more local businesses involved telling them of the significance of the Poppy and what happens to the proceeds.
- b. When distributing the poppy handout also include the Flanders Field Story and/or items available thru Emblem Sales.
- c. Use the media in your area to educate the public the significance if the poppy and where the proceeds are spent.

Programs and Activities

1. Poppy Poster Contest

Unit entries must be sent to the District Chairman by March 31, 2010. The District Chairman must send the winning entries, accompanied by the GREEN SLIP, to Committee Member, Dora Freeborg. 10615 Glenn Ave., St. Helen, Michigan 48656. All entries must be received no later than April 15, 2010.

1. Units shall sponsor contest in local schools. When schools do not conduct activities,

other youth groups, including Junior members, may participate under direct supervision of the Unit.

2. 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 as defined:
	a. Those in special education classes.
	b. A student recommended for special education classes, but who has not been admitted due to waiting list or various other casual factors.
	c. 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 to (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 carry a picture of the Flanders Poppy in the correct Color (four red petals with a center of green and black).
4. The poppy shall have four petals and no leaves.
5. The Department shall determine the closing date of the Unit Contest. The poster shall be 11 x 14 poster board . Drawing paper will not be accepted.
6. The United States Flag may be used as long as there are no infractions of the flag code.
7. 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
8. Media used shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils and markers.
9. 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.
10. The poster shall be the work of only one individual.
11. No humorous drawings or slogans shall be used.
12. The label “In Memoriam” from the veteran-made poppy may not be used.
13. When the Holy Cross is used, the Star of David shall also be used.

Judging and Awards

1. Units and Districts shall establish their own procedure for judging.

Unit to District and District to Department.

Department Awards will be as follows:

Class I (Grades 2 and 3)

First Place	\$50.00
Second Place	\$25.00
Third Place	\$15.00

Class II (Grades 4 and 5)

First Place	\$50.00
Second Place	\$25.00
Third Place	\$15.00

Class III (Grades 6 and 7)

First Place	\$50.00
Second Place	\$25.00
Third Place	\$15.00

Class IV (Grades 8 and 9)

First Place	\$50.00
Second Place	\$25.00
Third Place	\$15.00

Class V (Grades 10 and 11)

First Place	\$50.00
Second Place	\$25.00
Third Place	\$15.00

Class VI (Grade 12)

First Place	\$50.00
Second Place	\$25.00
Third Place	\$15.00

Class VII (Students with Special Needs)

First Place	\$50.00
Second Place	\$25.00
Third Place	\$15.00

2. **National** shall given \$25.00 for the most outstanding poster in each classification within the five Divisions.
3. The Department Chairman will submit the winning entry to the National Division Chairman by June 1, 2010.
4. The Divisional Chairman will send the best overall poster from her Division to the National News Editor so the photographs of the winning poster can be published.
ONLY ONE FROM EACH DIVISION WILL BE ACCEPTED.

2. Miss Poppy Contest

Unit entries must be sent to the District Chairman by March 31, 2010. The District Chairman must send the winning entries, accompanied by the GREEN SLIP, To Committee Member, Margaret Wright, 1870 7th Street, Wyandotte, Michigan 48192. All entries must be received no later than April 15, 2010.

Two Categories:

- A. Little Miss Poppy - Ages 6 thru 12
- B. Miss Poppy - Ages 13 thru 18

Miss Poppy Requirements:

1. Entrant must be between age 6 thru 12 years or 13 thru 18 years of age and a Junior Member of the American Legion Auxiliary.
2. Promotional activity of the Poppy Story must be through the American Legion and the American Legion Auxiliary and the Community.
3. Selection of Miss Poppy is at the discretion of the Unit.
4. A narrative report, not to exceed one hundred (100) words on the "Memorial Poppy" must be submitted.
5. Entrant must submit a Miss Poppy Scrapbook (8 1/2 "x 11") containing photographs and clippings illustrating how she promoted the American Legion Auxiliary Poppy.
6. Name, address, Unit and District number, and name of Unit Chairman. Include a phone number if possible.

Rules for judging Miss Poppy scrapbook entries:

- | | |
|-----------------------------------|---------|
| 1. Costume | 33 1/3% |
| 2. Promotion of the Poppy Program | 33 1/3% |
| 3. Publicity of poppy activities | 33 1/3% |

Department Award **\$50.00**

The Department winning entry, in one, or both categories must be sent to the National Vice Chairman, Melanie Taylor, and received by June 20, 2010.

Little Miss Poppy (6 thru 12) and Miss Poppy (13 thru 18) winners will be invited to appear at the National Convention in Milwaukee, WI immediately following her selection and if she so chooses. She will travel at her own expense. Winners of the National Miss Poppy contests will be awarded \$200.00 each.

There is no specific dress code or particular color for Miss Poppy.

3. Poppy Corsage Contest

The Poppy Corsage Contest will be part of the Awareness Assembly this year. Each Department

may submit only five (5) entries. Each corsage should have the name of the Creator, their Unit and Department. They should be approximately 3 ½" x 3 ½" and fit in a standard 4" x 4" corsage box.

Attendees pay \$1.00 per vote and the proceeds will go to the Creative Arts Festival. The winning corsages will be used at the 2009-2010 Girls Nation Session.

Cash or Checks made payable to: National Treasurer Memo Line: Poppy Corsage Contest.

First place winner will receive an award. Additionally, a Chairman's Choice Award will be presented to a poppy corsage chosen at the Awareness Assembly in Washington D.C. that will be worn by National President for a photo op.

4. Unit Poppy Program Award

Unit entries must be sent to the District Chairman by March 31, 2010. The District Chairman must send the winning entries, accompanied by the GREEN SLIP, To the Department Chairman, Clara Webb, 3423 Mary Lou Terrace, Lansing, Michigan 48917. All entries must be received no later than April 15, 2010. The Department Chairman must send the winning entry to the Division Chairman by June 1, 2010.

A plaque will be presented to a Unit Chairman in each division reporting the Most Outstanding Overall Poppy Program through involvement of the Unit and Public. The report should cover all areas of emphasis and any relevant information involving program activity. The report should describe your use of the Poppy during the year. The report is to be in narrative form and not to exceed 1,000 words. Do not include pictures, clippings, scrapbooks, folders, etc.

The Department Chairman will submit the winning entry to the National Division Chairman by June 1, 2010.

A framed certificate and \$15.00 cash award will be presented to the winning Unit by Department.

5. Poppy Window Display Contest

All entries are to be brought to the Department Convention on Thursday morning before 12:00 noon.

Judging will start promptly at 12:00 noon. **All entries must be accompanied by a GREEN SLIP.**

Rules for judging:

1. Poppy Window Display Contest can be sponsored by the Junior and/or Senior organization of the Unit.
2. The display must be shown the week preceding Unit Poppy Days.
3. Each display must have as its main object "The Poppy" and must include the wording "American Legion Auxiliary". The word "buddy" must not be used.
4. Features must include the story of the Poppy and the benefits derived from Poppy

Days. The Star of David, (six-pointed star) symbol of the Jewish Faith, shall be used when the Cross is featured.

5. A colored or black and white picture, (no larger than 8 x 10 or smaller than 3 x 5), shall be submitted for judging.
6. Name, address, Unit number, District number, and membership as of May 1, 2010, shall be plainly written, in ink, on the back of the picture.

Department Awards

Senior Member Entry	\$15.00
Junior Member Entry	\$15.00

6. Artistic Creation Contest

All entries are to be brought to the Department Convention on Thursday morning before 12:00 noon.

Judging will start promptly at 12:00 noon. **All entries must be accompanied by a GREEN SLIP.**

Requirements for the Centerpiece, Corsage and Unique Poppy Display:

1. **Centerpiece** - The Poppy must be the main flower, even though other flowers may be used in the arrangement. The centerpiece should be able to be viewed from any direction.
2. **Corsage** - The Poppy must be the main flower. Consider the wear ability of the corsage in regards to size. Most corsages are no larger than 4 x 6. Limit the size with these dimensions.
3. **Unique Poppy Display** - The Poppy must be the main flower, even though other flowers may be used. A display need not be visible from all sides as in the rules for the centerpiece.

Rules for judging of the Centerpiece, Corsage, and Unique Poppy Display entries:

The Junior, Senior and Class VII award for Students with special needs regardless of age.

Originality	25%
Best use of the Poppy	50%
Overall appeal	25%

Department Awards

Centerpiece	\$10.00
Corsage	\$10.00
Unique Poppy Display	\$10.00

Poppy Resources

1. www.legion-aux.org
 2. Unit Handbook
 3. Policy and Procedures
 4. National Emblem Sales Catalog.
- See program page on www.legion-aux.org for additional resources