

AMERICAN LEGION AUXILIARY
DEPARTMENT OF OREGON

DEPARTMENT POLICY – POPPY

Read the “Department Policy - All Chairmen Policy”.

The little red Memorial Poppy, an emblem of sacrifice, serves a three-fold purpose; it is an expression of the gratitude of this country to those who fought to keep America free. Monies received from the distribution of Poppies is placed in Restricted Funds to be used only in assisting Veterans and their families.

POPPY DISTRIBUTION

1. Poppies may be distributed all year long, but May is Poppy Month.
2. Poppy Report along with 40% of proceeds shall be remitted to Department Headquarters by June 1st of each year.
3. Have Poppy Distribution publicized.
4. Encourage Junior members, Post and S.A.L. members to assist in Poppy Distribution.
5. Those distributing Poppies do NOT make any money - ALL ARE VOLUNTEERS.

POPPY GIRL (MISS POPPY)

1. Urge Units to sponsor Miss Poppy and compete on National Level.
2. She must be 6 - 10 years of age and Miss Senior Poppy ages 11 - 18.
3. She must be a Junior Auxiliary member.
4. Department Chairman to determine method for selecting Miss Poppy on the Department level.
5. Units having a Miss Poppy should be encouraged to have her represent the American Legion Auxiliary at Community functions.

POPPY POSTER CONTEST

1. Rules and groups for this contest shall be the same as National and this information shall be sent to the Units as soon as received from National.
2. Schools shall be contacted as soon as possible so Posters can be incorporated in years activities.
3. The Unit chairman shall select the winning Posters and send to the Department Chairman. The Department Chairman then judges the entries and forwards the winners to National. Prizes for Department winners will be presented at Department Convention.
4. Units should present their awards before the end of the school year.
5. The Department Chairman should stress the need to follow the rules, or the entry could be disqualified.

POPPY PROMOTION (DO NOT USE RESTRICTED FUNDS FOR THESE) ONLY GENERAL FUND MONIES

1. General fund Monies only are disbursed for:
 - A. Expense of Poppy Posters, including postage.
 - B. Poppy Poster prizes.
 - C. Poppy publicity.
 - D. Expense of Poppy distribution:
 - a. Cost of purchasing poppies.

- b. Postage, stencils, Bulletins, and other related expenses.
- c. Poppy Materials.
- d. Printing stickers, U.P.S. charges and other related expenses.
- E. For the Department Chairman to promote program as authorized by the Department President.
- F. Poppy Chairman's expense as allowed in the Budget.
- G. Any other expense included in the current budget.
- H. **All Poppy proceeds received from Units will be applied to the Restricted Fund and used ONLY for Veterans Affairs and Rehabilitation and Children & Youth.**

PUBLICITY

1. Contact the Governor's Office early to schedule a visit with Miss Poppy to officially open "Poppy Distribution".
2. Invite the media to all ceremonies or send an article with pictures to the media.
3. Urge Units to visit their local Mayor with Unit Miss Poppy to open "Poppy Distribution".
4. Publicize Poppy Distribution – talk about the American Legion Auxiliary Poppy program.
5. Department Poppy Chairman should work closely with the Department Public Relations Chairman for better publicity on a statewide basis.

Urge Units to do the following -

1. Offer to provide Poppy arrangements for community affairs.
2. Present Poppy Corsages to guests in lieu of "live" flowers.
3. Use Poppies in some way for each function during the year.
4. Urge Units to increase Poppy orders.