



Poppy Engagement Plan

Department of Texas

2025-2026

Meaning of the Poppy: The Poppy flower is a symbol used around the world to remember those who died in war. The American Legion Auxiliary adopted the Poppy as a memorial flower in 1921.

Purpose: The purpose of the Poppy Committee is to educate ALA membership and the public on the significance of the poppy and the program's financial benefit for veterans, military and their families.

How To Get Involved:

1. Promote the Poppy Program and increase revenue.
 - Wear a poppy to promote conversation and interest.
 - Educate your community about how funds are collected to help veterans, service members and their families.
 - Organize a poppy drive with The American Legion Family.
2. Educate your community on the meaning and history of the poppy.
 - Use the image and story of the Flanders Field poppy.
 - Promote the ALA Poppy Poster Contest in local schools and youth groups.
 - Promote the Little Miss Poppy Contest to Juniors in your unit.
 - Offer to speak at local civic engagements about the poppy program.
3. Celebrate National Poppy Day.
 - National Poppy Day is always the Friday before Memorial Day / May 22, 2026.
 - Wear a red poppy and distribute poppies to others.
 - Tell the story on social medias about National Poppy Day.
 - Distribute National Poppy Day materials.
 - Be involved in a local Memorial Day Ceremony.

4. Increase the number of poppy makers.
 - Set up meetings with local VA homes, nursing homes and other community organizations that house and care for veterans.

5. Poppy funds support American Legion Auxiliary mission outreach activities.
 - Poppy funds can be used to help support essential aspects of Honor Flights; the American Legion Auxiliary has a Memorandum of Agreement (MOA) with Honor Flight.
 - Poppy funds can be used to help support food banks; the American Legion Auxiliary has a MOA with the Armed Services YMCA.
 - Poppy funds can be used to help support the National Veterans Creative Arts Festival which the Auxiliary has proudly co-presented for over 20 years.

Remember: 1/3 of funds collected from the distribution of poppies need to be submitted to Department and designated for the Poppy Program

Department Deadlines:

Please submit your Poppy Report ***BEFORE*** May 1, 2026. The Poppy Report should be sent to the chair and copied to the other committee members.

Department Awards:

All entries will receive a certificate. The unit who has the highest donation for the Poppy Program will receive special recognition.

(If you are submitting your own unit for a National Award, please visit the ALA National website for their deadline and instructions)

Committee Members:

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