



## AMERICAN LEGION AUXILIARY DEPARTMENT OF TEXAS POPPY PROGRAM



### PROGRAM ENGAGEMENT PLAN 2026-2027

Most of us know the story of the Poppy flower and the Flanders Field poem, we've seen the poster contests, and maybe even a Little Miss Poppy contest, but do you really know what the Poppy Program is and why it is so important to our mission????

**Purpose:** The purpose of the Poppy Program is to educate ALA members and the public on the significance of the Poppy and the program's financial benefit for veterans, military, and their families. (Standing Rules #6, National Committees - Mission Outreach).

**Story:** The Poppy became the memorial flower of the American Legion Family on September 27, 1920. The red flower covering the battlefields of WWI inspired Lt. Col. John McCrae to write the infamous poem "In Flanders Field" honoring soldiers killed in that war. It continues to symbolize to sacrifice of all who have worn our nation's uniform.

There are many ways to promote and support the Poppy Program. Units are required to send 33 1/3 of all poppy proceeds to Department for VA&R purposes. All funds donated to the Poppy Program or raised by your Unit must be used in strict accordance with the Poppy Guidelines. You can download a copy from the national website at [https://member.legion-aux.org/cmsdesk/ALA/media/PDF/Guides/ALA\\_Poppy\\_Guide.pdf](https://member.legion-aux.org/cmsdesk/ALA/media/PDF/Guides/ALA_Poppy_Guide.pdf). Below are a few ideas to work in your Unit - be sure and post your events and pictures on our Facebook page at ALA Poppy Program in Texas.

**National Poppy Month & Poppy Day** - May is National Poppy Month and the Friday before Memorial Day is National Poppy Day (May 28, 2027). Hold an event at your Post, create a "poppy table", purchase a copy of the In Flanders Field poster for your Post, or hand out coloring books or other resources available for download from the national website [www.alaforveterans.org](http://www.alaforveterans.org). Have a table outside local establishments with information and hand out Poppies for donations. Donation can "wraps" are available on the national website also.

**Poppy Poster Contest** - Rules and cover sheet are attached. Please fill out ALL documentation completely - incomplete entries will not be accepted. Winners in each category will receive a gift card and certificate. In order to submit a winner to National by their deadline for a possible award, all posters must be sent to Poppy Chair NO LATER THAN MAY 1, 2027. All entries will receive a recognition certificate and ribbon.

**Poppy Ambassador Contest (formerly Little Miss Poppy)** Contest rules are attached. Like the Poster Contest, submissions must be sent to the Poppy Chair NO LATER THAN MAY 1, 2027 in order to meet the deadline for a National submission and possible award. Department winner will be recognized at the Dept Convention.

**Poppy Program of the Year** - We love to recognize our Units hard work so be sure and submit a narrative to the Poppy Program **no later than May 15, 2027**. It doesn't have to be fancy - just let us know what your Unit did this year and include pictures. Best Program Narrative will win a prize!

**Poppy T-Shirts** - we have Poppy t-shirts available for sale with several awesome designs to choose from. The order form and designs form are attached. Contact Brandi Wray for all orders or questions at brandiwrap2023@gmail.com.

Most Programs of the American Legion Auxiliary cross each other -- meaning the activities can be reported in more than one program. Consider sharing your stories not only on our Facebook page but also Public Relations, VA&R, Americanism, Community Service, etc. A list with links is available on the Department page at American Legion Auxiliary Department of Texas.

Join us as we Cheer for our Veterans, Military Families, and Communities this year and support those who have served our nation and their families. We are here to help - please reach out if we can be of assistance.....

#### **YOUR Poppy Committee Cheer Squad!!!**

Shay Kuehner (Chair), Division 1 817-300-2043  
Brandi Wray, Division 2 682-459-9026  
Terisa Garcia, Division 3  
Sabrina Melton, Division 4

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*You can make  
a difference!*

## Poppy Poster Contest Rules

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.

### Contest 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:
  - a. Those in special education classes.
  - b. A student recommended for special education classes but who has not been admitted due to a waiting list or various other 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 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 red poppy.
4. The poster shall be on 11"x14" 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:
  - 50% - poster appeal (layout, message, originality)
  - 40% - artistic ability (design and color)
  - 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 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. The Cover Sheet should also be completed and included with the submission.
9. The poster shall be the original work of only one student. Use of AI, templates, or pre-produced artwork is not permitted.
10. The label "In Memoriam" from the veteran-made poppy may not be used.
11. Winners will be notified via USPS by the American Legion Auxiliary National Headquarters.
12. 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.

#### **Poppy Poster Contest Judging and Awards**

1. Each department shall establish its own procedure for judging and determine the closing date of their units' contests.
2. Unit members shall follow deadlines and process for the department. All department entries are due to the Division chairman by June 1.
3. A citation will be given for the most outstanding poster in each classification within the five divisions.
4. 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.
5. Submissions become property of the American Legion Auxiliary. 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.

**American Legion Auxiliary National Headquarters: 3450 Founders Road, Indianapolis, IN 46268-1334 | P: (317) 569-4500 | F: (317) 569-4502**

**[ALAHQ@ALAforVeterans.org](mailto:ALAHQ@ALAforVeterans.org) | [www.ALAforVeterans.org](http://www.ALAforVeterans.org) | [www.ALAFoundation.org](http://www.ALAFoundation.org)**



## POPPY POSTER CONTEST COVER SHEET

Each year, the American Legion Auxiliary (ALA) sponsors a Poppy Poster Contest for students in grades 2-12, including students with special needs. Grade levels are divided into seven classes. One award in each of the seven classes will be presented in each division. Winners will receive \$50 and a \$50 donation in the student's name will be made to the Children of Warriors National Presidents' Scholarship fund. National winners will be posted at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) after national convention.

### Poster Classes:

| Class | Grade Level                 |
|-------|-----------------------------|
| I     | 2 and 3                     |
| II    | 4 and 5                     |
| III   | 6 and 7                     |
| IV    | 8 and 9                     |
| V     | 10 and 11                   |
| VI    | 12                          |
| VII   | Students with special needs |

Class competing in: \_\_\_\_\_

Sponsoring ALA unit: \_\_\_\_\_

Due date for student to return to ALA unit: \_\_\_\_\_

### To Be Completed by the Student/Parent:

Student Name: \_\_\_\_\_

Address (Street, City, State, Zip): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Phone: \_\_\_\_\_

School Name: \_\_\_\_\_

City/State of School: \_\_\_\_\_

Parent or Teacher Name and Signature: \_\_\_\_\_

### Auxiliary Use Only (Must be completed for entry to be considered.):

Sponsoring Unit Name/Number: \_\_\_\_\_

Signature of Unit Poppy Chairman/President: \_\_\_\_\_

Unit winner due to Department on: \_\_\_\_\_ Department: \_\_\_\_\_

Signature of Department Chairman: \_\_\_\_\_

*Department winner due to National Poppy Division Chairman by June 1*

## National Poppy Ambassador (Ages 6-12)

National Poppy Ambassador award submissions are submitted electronically to address postage and material cost considerations. Please refer to the rules below for submission requirements and deadline information.

- Participant must be between 6 and 12 years of age as of June 1 and be a Junior member in good standing of the American Legion Auxiliary.
- Promotional activity of the poppy story must occur through The American Legion, the American Legion Auxiliary, and the community during the timespan of May 1 of the current year to April 30 of the following year.
- For National Poppy Ambassador consideration, participant must submit a **National Poppy Ambassador Award electronic application** with supporting documentation.
- All entries are due by 5 p.m. on June 1.
- In addition to the information on the award application, please include documentation on the criteria below. Accepted formats are Word document, Google Slides, or .pdf. PowerPoint presentations may also be uploaded via Googles Slides. For more information on Google Slides, please visit <https://www.google.com/slides/about/>.

Criteria for judging National Poppy Ambassador entries:

- The memorial poppy must be visible in all promotion and publicity submitted.
- There is no specific dress code or dress color for the National Poppy Ambassador.
- Promotion of the Poppy Program: What did you share and do?
- Publicity of poppy activities (newspapers, radio/TV, etc.).
- Submitted file must include the following information (both pictures and descriptions)
  - What I learned during my time as a Poppy Ambassador?
  - 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.

The National Poppy Ambassador (age 6-12) winner may be invited to the ALA National Convention immediately following their selection, and if they so choose, will travel at their own expense.

The winner of the National Poppy Ambassador contest will receive a citation plaque.

**POPPY COMMITTEE T-SHIRT SALES ORDER FORM**

Please fill out in its entirety and scan or text to Brandi Ware at [brandiware2023@gmail.com](mailto:brandiware2023@gmail.com) or 682-459-9026. Shirts are Gildan unisex sizes, \$30 each. Shipping cost \$9 per increments of 5 (1-5 \$9, 6-10 \$18, etc) . Choose from designs on attached page. **PLEASE PRINT LEGIBLY!**

|                 |                        |
|-----------------|------------------------|
| <b>NAME:</b>    | <b>UNIT #:</b>         |
| <b>ADDRESS:</b> | <b>CITY &amp; ZIP:</b> |
| <b>EMAIL:</b>   | <b>PHONE:</b>          |

**CHECK ONE:**

SHIP TO ADDRESS SHOWN PICK UP AT DEC / MIDWINTER / CONVENTION

**\*\*Shipping cost \$9 per increments of 5 (1-5 \$9, 6-10 \$18, etc)**

**ENTER NUMBER OF SHIRTS ORDERED PER DESIGN, COLOR, AND SIZE**

(designs shown on attached form / color choices - RED, WHITE, GREY, BLACK):

[illegible]

**TOTAL NUMBER OF SHIRTS: \_\_\_\_\_ X \$30 EACH = \$\_\_\_\_\_ + \$\_\_\_\_\_ SHIPPING (if applicable) = TOTAL AMOUNT DUE OR ENCLOSED: \$\_\_\_\_\_**

**PAYMENT METHOD:**

\_\_\_\_ CASH (pick up only)      \_\_\_\_ VENMO      \_\_\_\_ INVOICE (sent via Square)  
\_\_\_\_ CHECK (payable to Brandi Wray)

**\*\*If shipping, all orders must be paid prior to shipping and include shipping charge \$9 per increments of five. Pick-ups may pay in advance or at time of pick-up.**

**FOR POPPY COMMITTEE USE:**

Date Received: \_\_\_\_\_

Date Shipped:

Picked Up: \_\_\_\_\_

PLEASE REVIEW CAREFULLY; CHOSE DESIRED DESIGN BY THE  
NUMBER NOTED ABOVE THE DESIGN AND INDICATE IN THE  
CORRECT COLUMN ON ORDERS FORM

DESIGN #1



DESIGN #2



DESIGN #3



DESIGN #4



DESIGN #5



DESIGN #6



DESIGN #7



DESIGN #8



DESIGN #9



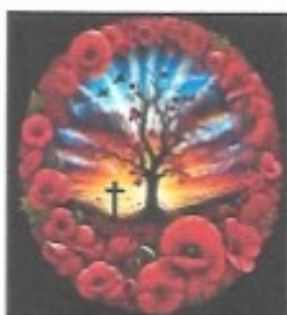
DESIGN #10



DESIGN #11



DESIGN #12



DESIGN #13



DESIGN #14

