



HOW TO INCREASE UNIT POPPY REVENUES

Committee:

Poppy

Submitted by:

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Contact Information for Questions:

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Objective:

#2 Increase unit poppy revenues.

Step-by-Step Instructions:

- Be sure to follow your department poppy rules regarding distribution.
- Ask local businesses for permission to distribute poppies in front of their stores. Be aware that permission must be granted for liability reasons; sometimes that needs to come from their corporate offices. Permits may also be required from the city.
- Ask TAL, SAL and Juniors to participate in Poppy distribution alongside the ALA.
- Distribute materials from the poppy toolkit available from National Headquarters, including poppy bookmarks and media fact sheets, and have the poem *In Flanders Field* available at all events.
- Utilize local governments to announce distribution of poppies by obtaining proclamations declaring "Poppy Days" in your community.
- Your unit Public Relations chairman can create a relationship with local media to publicize information about the distribution and history of the Poppy Program.
- Promote how the funds collected help veterans in your community.