

TIPS AND INSTRUCTIONS FOR SUCCESSFUL POPPY DISTRIBUTION AND POPPY DAY EVENTS

Poppy Distribution:

The first step necessary to assure success of Poppy Day is the appointment of a capable, enthusiastic chairman and committee. In selecting a chairman, consideration should be given to her ability to organize the work within the Unit and also her ability to secure the greatest possible cooperation from the community as a whole. Since the Unit's Veterans Affairs and Rehabilitation and Children and Youth funds are derived from the annual poppy distribution, it is essential that it be a success. Pin the first poppy on the Mayor and ask him to issue a proclamation setting aside a day as Poppy Day, with an appeal to all citizens to observe the day by wearing a poppy.

Volunteer Guide to a Successful Poppy Promotion: A special booklet giving detailed directions for the organization and promotion of a successful Poppy Day has been prepared by National Headquarters. The booklet outlines the steps necessary to organize the work force, secure newspaper publicity, win community cooperation, and handle the actual work on Poppy Day. (Copies can be purchased at a nominal price from The American Legion National Emblem Sales, 888-453-4466 or www.emblem.legion.org)



Publicity for Poppy Day

Because our poppy is an emblem of sacrifice, those who love it must make every effort to teach the public the true meaning of the flower. The success of the poppy distribution depends upon the advance publicity. If, in the season of Memorial Day, the poppy can make the indifferent public recall the sacrifices which have been made by the men and women who gave their lives that our country might be saved, the first and greatest mission of the poppy has been fulfilled.



The second mission is to win the confidence of the public through knowledge of the purposes to which The American Legion and American Legion Auxiliary expend the money derived from the poppy distribution. By means of publicity on the expenditure of the poppy proceeds, public confidence can be won. The public has the right to this information. Every Post and Unit should see that the poppy proceeds are so spent that publicity will bring honor and reward to our organization.

The public should also be reminded that the disabled men and women in hospitals, and their families are assisted by our poppy funds. The public will then know that The American Legion and the American Legion Auxiliary are continuing to keep faith with those who gave their all for our freedom.

Each year suggested publicity stories are prepared by National Headquarters and supplied without charge in sufficient quantity to Departments for distribution to each Unit. The stories are designated to be localized by the insertion of local names or to be rewritten from a local angle. This publication is entitled "Poppy Preview."

Suggested Activities

the following is a suggested outline of activities to precede Poppy Day: Start a campaign of newspaper publicity which will educate the public about the significance of the poppy and the purpose for which the money is spent; organize a Poppy Speakers Bureau through which speakers will be available for meetings of all community organizations to acquaint them with the value of the poppy program, both from the standpoint of therapeutic value to the maker of the poppy and to the community itself.

Supplies for Poppy Day

Conduct a Poppy Poster Contest in the local schools and give attractive prizes to the winners. Feature a poppy window display. Window cards, windshield stickers, poppy stamps, poppy lapel streamers to identify American Legion and Auxiliary workers, "Thank You for Caring" poppy leaflets, and offset printing pro sheets can be purchased through The American Legion National Emblem Sales. A list of available supplies is furnished by National Headquarters to every Department each fall.