

POPPY

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“Honoring Our Veterans – Past, Present and Future”

The Poppy Program was designed to promote and educate people about the history of the poppy, and to make them aware of the sacrifices of our veterans – Past, Present & Future.

- *Educate your community about how funds collected help veterans
- *Contact your Mayor and ask for a proclamation declaring poppy days in your community.
- *Deliver poppies to local media outlets (TV, newspaper & radio) along with facts about where and when poppies will be distributed. They may be “invisible”, but tend to be influencers.
- *Include your Juniors, Sons of the American Legion and Legion Members.

Request permission to sponsor a Poppy Poster Contest in your local schools. When schools do not conduct activities, other youth groups, including Junior members, may participate under direct supervision of the Unit. The Contest shall have seven 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

Poppy Poster Requirements:

- i. Shall have a fitting slogan not to exceed 10 words. Articles a, and, an, the are not to be counted. The words buddy and buy cannot be used.
- ii. The words American Legion Auxiliary must be used in the design and will not be counted in the 10 word count.
- iii. Each poster must include a picture of the red Flanders Field poppy.
- iv. The Department shall determine the closing date of the Unit Contest. The poster shall be on 11x14” poster board. (Drawing paper will not be accepted.)
- v. The United States flag may be used as long as there are no infractions of the flag code.
- vi. Posters will be judged using the following criteria: 50% - poster appeal (layout, message, originality); 40% - artistic ability (design and color) and 10% neatness.
- vii. Media used shall be watercolors, crayons, powder or oil paint, handmade

paper cutouts, ink or textures, acrylics, pencils and markers.

viii. Written in ink on the back of the poster (not attached) shall be the class in which the entry is submitted, the name, address, age and grade of the contestant and name of the department.

viii. Submissions become the 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.

viiv. The poster shall be the work of only one individual.

viv. The label "In Memoriam" from the veteran made poppy may not be used.

vivi. When the Holy Cross is used, the Star of David also shall be used.

Watch the Communiqué for further Contests.

Don't forget to order your poppies from the Department of Iowa by October 20, 2016. If not ordered on time your Unit will not receive any poppies. After distribution please send your report by June 5, 2016 to the Department of Iowa office. Please be on time!!!

Enjoy a successful Poppy Days in your community "Honoring our Veterans - Past, Present and Future."