



**DEPARTMENT OF NORTH CAROLINA  
POPPY PROGRAM ACTION PLAN 2022-2023**

Chairman: Tammy Snider [snidelee1@gmail.com](mailto:snidelee1@gmail.com) PH: 704-562-1917

Committee Member: Vivian Bellew [vivianbellew@lcloud.com](mailto:vivianbellew@lcloud.com) PH: 704-892-6443

“Honoring our Veteran’s Today and Always” is our theme for this year. The Poppy Program is the cornerstone of the American Legion Auxiliary. The Poppy is one of the most revered emblems of the American Legion Auxiliary and is a universal symbol of those that served and made the ultimate sacrifice.

We have suggested Poppy Distribution days, however we can educate the significance all year round.

**Suggested Poppy Distribution Days for 2022-2023**

Veterans Day: Nov 11, 2022

National Poppy Day: May 26, 2023

Memorial Day: May 29, 2023

**1. How Poppy Proceeds can be used**

- The proceeds are to be used to aid veterans and families of veterans including active-duty military personnel.
- The funds may be used to contribute to your VA&R Fair Share
- To purchase poppy kits and supplies to make poppies and poppy items that will be distributed for donations to the Poppy Fund

**2. Promoting the Poppy Program**

- Post your Poppy distribution days on social media such as Facebook, Twitter, Snap Chat and use hashtags to promote **#NCALAPOPPY**
- Deliver poppies to local media outlets (television, newspapers, and radio) along with facts about where and when poppies will be distributed in the community.
- Contact local legislative officers in your community to announce poppy distribution days and request a proclamation declaring Poppy Days in the community
- Ask local schools to assist with poppy drive. Award citation to the class with the most collected.
- Contact local businesses to distribute poppies on their premises. Make sure you have permission for liability purposes. In some instances, permits may be required.
- Plan poppies around your Legion Post home.
- Wear branding to identify yourselves when distributing poppies

**3. Promoting the Poppy Poster Contest and Little Miss Poppy**

- Little Miss Poppy Contest-ages 6-12 (see separate information sheet)
- Poppy Poster Contest- (see separate information sheet)

**Poppy Resources**

- Poppy National Facebook page: <https://www.facebook.com/groups/ALAPoppy>
- ALA National Website: <https://legion-aux.org/member/committees/poppy>