

## POPPY PROGRAM

OCTOBER 2023

In 2017, The American Legion brought National Poppy Day® to the United States by asking Congress to designate the Friday before Memorial Day, as National Poppy Day.

Donation per poppy is about 15 cents. Clearly, there is room for an increase in poppy donations.

How can ALA departments and units support National Poppy Day? Honor the fallen. Support the living. National Poppy Day is the Friday before Memorial Day! Remember: Poppies are not sold by volunteers — they are “distributed.” The person acquiring the poppy is invited to donate at his or her discretion, but we should be suggesting at least a dollar per poppy. The average donation.

Identify a specific purpose for which you are collecting your poppy money. For example, your goal is \$1,500 because you want to provide treats for the veterans at the State Home.

If distributing in front of a business, please make sure you have permission or permits to do so. When you are distributing poppies, have fun; be joyful! Don't forget to wear your ALA branded apparel. Remember that you are representing The American Legion Family when you are out in public.

Get creative! You can bake spritz cookies ([www.ALAforVeterans.org/Programs/Poppy-Cookie-Recipe](http://www.ALAforVeterans.org/Programs/Poppy-Cookie-Recipe)) or make felt poppies ([www.ALAforVeterans.org/Programs/Poppy](http://www.ALAforVeterans.org/Programs/Poppy)). You don't have to limit yourself to traditional crepe paper poppies.

See you next month with more Poppy facts and ideas!

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