

# POPPY PROGRAM



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Please read the program carefully. The Buddy Poppy Program and Buddy Poppy Display Contest are separated into sub-categories. Please contact me with any questions you may have.

## A SYNOPSIS OF BUDDY POPPY

The Veterans of Foreign Wars of the United States was the first veteran organization to promote a nationally organized campaign for the annual distribution of Poppies assembled by disabled and needy veterans. The Poppy movement was inspired by the poem, "In Flanders Fields" written by Colonel John McCrae of the Canadian forces before the United States entered World War I. The VFW conducted a Poppy campaign prior to Memorial Day 1922, using only Poppies that were made in France.

It was during the 1923 campaign that the VFW evolved the idea which resulted in the VFW Buddy Poppy fashioned by disabled and needy veterans who were paid for their work as a practical means of providing assistance for these comrades. Immediately thereafter the VFW Buddy Poppy Factory was established in Pittsburgh, Pennsylvania, where all VFW Buddy Poppies for the 1924 campaign were assembled by disabled veterans.

In February 1924, the VFW registered the name "Buddy Poppy" with the United States Patent Office, and a certificate was issued on May 20, 1924, granting the VFW all trademark rights in the name of "Buddy" under the classification of artificial flowers. The VFW has made that trademark a guarantee that all Poppies bearing that name and the VFW label are genuine products of the work of disabled and needy veterans. No other organization, firm or individual can make legal use of the name "Buddy Poppy". It has been noted that all Presidents since Warren G. Harding (1921-1923) have conveyed to the nation at large, endorsement and recognition of the VFW effort.

Today, VFW Buddy Poppies are assembled by disabled, needy and aging veterans in VA Hospitals, State Veterans Homes and Domiciliaries across the country. The majority of proceeds derived from each campaign conducted by VFW Posts and their Auxiliaries are retained locally to provide for veteran services and welfare. Buddy Poppy proceeds represent no profit to any VFW unit. All money contributed by the public for Buddy Poppies is used in the cause of veterans welfare, or for the well being of their needy dependants and the orphans of veterans.

## BUDDY POPPY PROGRAM

When VFW Posts acquire Poppies, they are helping our disabled and needy veterans make Poppies and when the Posts distribute these Poppies to the public for **donations**; Recognition and Appreciation is noted for their displaying of the flower. All money received is used in the Post's Relief Work. All Posts should acquire extra Poppies that will not be distributed to the public so they can participate in our annual Buddy Poppy Display Contest.

The following rules apply toward our annual Buddy Poppy Distribution/eligibility for Contest:

- **When ordering** Buddy Poppies from the VFW State Headquarters, you have the option to pay when ordering or after your set date of distribution plus your Post received credit on the "X" sheet at the time the order is placed.
- **Be Advised** our Buddy Poppy Distribution Year runs from May 1, 2020 to April 30, 2021 and is based on the number of Poppies purchased by the Post and/or Auxiliary with its purchases through the Post from the VFW State Quartermaster and covers any and all donations and other uses of the Buddy Poppy such as displays, floats, etc. by the Post and/or Auxiliary.
- **Remember** that when ordering your Poppies, our 2020-2021 Membership Program will require that Posts order a minimum of 1,000 poppies to be considered for All-State. Also, Posts should order extra Buddy Poppies if needed for their Poppy Display requirements. It is also important to put your Poppy Sale Date on your Order Form to make sure you receive your Poppies when they are needed.
- **Be sure to check** your order upon delivery for a shortage in Poppies/multiple damaged Poppies because adjustments will be made **only** within 30 days of delivery.
  
- **Plaque Awards** will be presented to the Post and/or Auxiliary showing the greatest numerical increase in Poppy purchases. A beautifully inscribed plaque will be presented to one Post in each Membership Category listed below. ***(Must have purchased poppies during the previous year to qualify for this award). In the event of a tie, the winner will be selected by the Director.***

Membership Category 1 - Up to 150 Members  
Membership Category 2 - 151 to 300 Members  
Membership Category 3 - 301 Members and Up

- **A Special Award** will be presented during State Convention to any Post who orders a total of 25,000 poppies or more during this Fiscal Year.
- **Special Citations** will be presented to individuals recommended by Post or Auxiliary Poppy Chairman recognizing those individuals for their outstanding services to promote the Buddy Poppy Program. Individuals can include local bankers who may voluntarily set up a display in his/her bank a week or so prior to Buddy Poppy Day, urging the community's participation; another could be a theatre manager; an editor, a printer or sign maker; or anyone who promotes the program where it is **not** already advertised. Citation distribution to those concerned will be conducted by the Post Commander or the Post Poppy Chairman.
- **All New Post(s)** starting during the 2020-2021 Fiscal year will receive 500 free Poppies to begin their program.

**Note:** Should there be any need for clarification, contact the State Poppy Director.

### **ORGANIZING A POPPY DISTRIBUTION DAY**

A successful V.F.W. or Auxiliary Poppy Chairman must be a special person. He/She must be a combination executive salesman, public relations expert, accountant and advertising specialist. He/She must be ever ready to cooperate with and assist his partner and counterpart in the Auxiliary (or Post) and have the leadership ability to make others want to work with him/her. He/She must be **ENTHUSIASTIC, AND ANXIOUS TO WORK** and have a thorough knowledge of the Program. To assist you in promoting your upcoming distribution, we offer these tips... Perhaps you are using them already, perhaps you use others more adaptable to your circumstances. In any case...follow these few guidelines in preparation:

A. **FIND POSSIBLE LOCATIONS:** for distribution and lock in your dates. If need be, contact the Bureau of permits at City Hall or the County Clerks Office. Insurance is also required for distribution in the streets at intersections.

B. **GET VOLUNTEER COMRADES** from your membership.

C. **START A SIGN IN SHEET** at your Post for comrades to be posted at specific locations so they know you know and that you will be looking for their presence at the time they specify.

1. **Obtain your workers.** If possible, invite the Boy Scouts or Girl Scouts to help assist in your distribution of Poppies. Just remember that a VFW member must be at the same location with the scout(s).
2. **Make sure** you have only one (1) or two (2) at a location distributing poppies.
3. **Allow** two (2) to four (4) hour shifts for distributors before relief. Relief is necessary because we are not getting any younger. You may even want to have a chair at each location for a rest period.
4. **Instruct your workers.** They must know why they are distributing Poppies, what they are expected to do and how to approach the public without scaring them off or getting their dandruff up for an argument.

### **PROMOTE THE EVENT**

**Advise the public** of your upcoming Poppy Day(s) through various sources. Example:

1. VFW Newsletters
2. Flyers
3. Newspapers
4. Radio & TV Announcements
5. And of course... "Word of Mouth"

If you can think of any other way to attract attention of the public... do it!!

**REMEMBER...**When ordering Buddy Poppies, please allow twelve (12) weeks for delivery. If the State Headquarters has Poppies on hand, they will ship them to you immediately if needed right away. All Poppy accessories such as Poppy Cans, Easel Boards, Poppy Seller Caps, I.D. Cards, etc. are to be ordered directly from our National Emblem & Supply Catalog. Poppies are shipped from the VA Hospitals where they are assembled by hospitalized veterans. Keep in mind that poppies can be paid for with a credit card by clicking on "Donations" on our Department Website and identifying your payment as Poppy Order.



**POPPY ORDER FORM**

HEADQUARTERS  
 DEPARTMENT OF ILLINOIS  
 VETERANS OF FOREIGN WARS OF THE U.S.  
 P.O. BOX 13206, SPRINGFIELD, IL 62791-3206  
 FAX: 217-546-3415

ORDER DATE \_\_\_\_\_ DATE OF POPPY SALE \_\_\_\_\_  
*(Do not leave blank)*

POST/AUX NAME \_\_\_\_\_ NUMBER \_\_\_\_\_ DISTRICT \_\_\_\_\_

PLEASE PLACE OUR ORDER FOR THE FOLLOWING:

\_\_\_\_\_ BUDDY POPPIES (\$130.00 PER THOUSAND) .....\$ \_\_\_\_\_  
 (ORDER IN INCREMENTS OF 500 ONLY)  
*(POPPY CANS, POSTERS, ETC. CAN BE ORDERED DIRECTLY FROM THE VFW STORE AT NATIONAL HEADQUARTERS)*

SHIP THE ABOVE TO: \_\_\_\_\_  
 (Name – PLEASE PRINT OR TYPE) (Title)  
*(Poppies can only be ordered using a person's name, not the name of the Post or Office)*

ADDRESS \_\_\_\_\_  
 (UPS Address – **Please no P.O. Box No.**) (City) (Zip Code)

AMOUNT OF ORDER ..... \$ \_\_\_\_\_

AMOUNT INCLUDED WITH ORDER ..... \$ \_\_\_\_\_

BALANCE DUE ..... \$ \_\_\_\_\_

FOR DEPARTMENT USE ONLY:

Date Received	Date Recorded on X Sheet	Date Ordered	Date Shipped or Picked Up	Date Invoiced	Date Paid

***PLEASE ALLOW 6-8 WEEKS WHEN ORDERING YOUR POPPIES!!*** YOUR POPPY ORDER WILL BE PROCESSED BY STATE HEADQUARTERS THROUGH THE PROGRAMS DEPARTMENT AT NATIONAL HEADQUARTERS. ONLY RUSH ORDERS WILL BE SHIPPED FROM STATE HEADQUARTERS IF AVAILABLE.

**YOU MAY ALSO ORDER ONLINE AT [www.vfwil.org](http://www.vfwil.org).**

**POPPY DISPLAY CONTEST GENERAL RULES**

1. The rules governing the poppy displays for the 2020-2021 year will be in accordance with the national poppy display contest. All entrants will comply with these rules. Your entry will be judged by them. All Districts are requested to follow these rules as closely as possible when holding your display judging.

**RULES**

**CATEGORY 1** - Public promotion of poppy sales: (Window, booth, parade, or poster displays, sales promotion, etc.)

A. Displays must be designed for public exposure and must bear a message urging the buying and wearing of the VFW Buddy Poppy.

B. At least one (1) of the poppies used in the display must be in their original form and color, with labels attached.

**CATEGORY 2** - Memorial or inspirational displays: (wreaths, memorial tablets or plaques, patriotic or devotional themes.)

A. Displays must be designed to honor the dead, to inspire devotion to God and country, or to dramatize the activities supported by the Buddy Poppy Program.

B. At least one (1) of the poppies used in the display must be in their original form and color, with labels attached.

**CATEGORY 3** - Artistic or decorative use of poppies: (Post home displays, table centerpieces, corsages, pictures, plaques, models, scenes, hats, novelty pieces, etc.)

A. Display not meeting the qualifications for categories 1 or 2 shall automatically be entered in Category 3.

B. Complete freedom shall be permitted in the use of poppies, poppy parts or poppy labels, and in the use of dyes or paints in achieving the desired artistic effect.

C. At least one (1) of the poppies used in the display must be in their original form and color, with labels attached.

2. The scoring of the displays will be in accordance with the national rules. Originality - 25 points; Composition - 25 points; Neatness - 25 points; Poppy Story - 25 points; for a total of 100 points maximum. The Originality, Composition, and Neatness are self-explanatory, with the Poppy Story as outlined in the Buddy Poppy Story.

3. **Awards** - There will be a First and Second Place Plaque awarded in each Division. Category One (1) must have been on display at least three days.

4. A report of District judging must be sent to the Department Buddy Poppy Display Director prior to the Department Convention. Any display not accepted at District level, or not entered in District judging, will be ineligible for State judging.

5. All Displays entered and accepted at District level will be accepted for Department judging during the Department Convention.

6. Forms for judging and reporting results will be passed out to the District Commanders at the February Council of Administration Meeting, to be forwarded to each District Chairman.

7. Poppies to be used in display contests are to be ordered from VFW Department Headquarters, P.O. Box 13206, Springfield, Illinois 62791-3206.

**ALL DISTRICT CONTESTS SHOULD BE COMPLETED BY MEMORIAL DAY!!**

The Districts will award prizes to their winners at their discretion. Each District entry will be allowed to enter in the Department Contest, in each of the three categories. However, they must remain in the category and division as entered in the District judging.

Who may enter the contest? Any person or group of persons (except professional display builders.) The display must be entered by Post or Auxiliary.

All previous District or Department entries are ineligible for this contest.

**Categories 1-2-3**

A. Originality - Your own thoughts, ideas, notion, lighting, or sound in setting up a display.

**Categories 1-2-3**

B. Neatness - Self-Explanatory

**Categories 1-2-3**

C. Composition - The manner in which display is composed, and use of Buddy Poppies for effect.

**Categories 1-2**

D. Poppy Story - Ability to display to sell and induce the public to buy and wear poppy; tells the story of the Buddy Poppy, its use of Poppy funds, by use of words, pictures or use of toys.

NOTE- No Poppy story included in category 3.

**Judging-Point System** - Categories 1 and 2 can earn up to 25 points in each of the above for a top score of 100 points. Category 3, which isn't judged with a poppy story can earn up to 25 points in the other categories for a top score of 75 points.

All ties will be broken by largest Buddy Poppy count.

**POPPY DISPLAY CONTEST - STATE CONVENTION**

All entries in the National Display Contest must be approved and sponsored by the Department Headquarters. No other entries will be accepted by officials of the National Contest. The number of entries allocated to Illinois by National Headquarters may be flexible, and in accordance with National's rules. Department display contest winners will be notified by Department Headquarters soon after the Department Convention. Special forms will be sent to those eligible for entry in national competition. Do Not, **Do Not....** take any entry to National without the proper forms as it will not be accepted.

**JUDGING:**

There will be four (4) judges, one of whom must be a member of the V.F.W. The other three (3) judges should not be affiliated with the organization in any manner. Each judge will be assigned a specific area to judge. It is suggested the V.F.W. Judge be assigned to the Poppy Story. All judges should be residents of the convention city.

The decision of the judges and that of the Buddy Poppy Director, and her assistants, will be final. During the judging the entire area will be closed to all except the judges so as to insure impartial judging.

Let's show that No One Does More for Veterans, and have another great year in the Buddy Poppy Display Contest. Displays will be accepted at the Department Convention from noon to **4 p.m.** Thursday and Friday of Convention Week. No entries accepted **after 4 p.m. Friday.** Awards to be presented during the Saturday business session.



**VETERANS OF FOREIGN WARS OF THE UNITED STATES  
PROGRAMS DEPARTMENT  
"BUDDY"® POPPY PROGRAM**

**NATIONAL CONVENTION BUDDY POPPY DISPLAY CONTEST**

These guidelines have been designed to place emphasis on the purpose and effectiveness of the displays. It is suggested and recommended that Department (State) contests rule be established in a like form.

**RULES**

(1) Displays will be presented and judged in three categories:

**CATEGORY 1. Public Promotion of Poppy Campaign** (Window, booth, parade, poster displays, campaign promotions, etc.)

- (a) Displays must be designed for public exposure and must bear a message soliciting a donation for and wearing of the VFW "Buddy"® Poppy.
- (b) At least one (1) of the poppies used in the display must be in its original form and color, with label attached.

**CATEGORY 2. Memorial or Inspirational Displays** (Wreaths, memorial tablets or plaques, patriotic or devotional themes)

- (a) Displays must be designed to honor the dead, to inspire devotion to God and Country, or to dramatize the activities supported by the Buddy Poppy.
- (b) At least one (1) of the poppies used in the display must be in its original form and color, with label attached.

**CATEGORY 3. Artistic or Decorative Use of Poppies** (Post Home displays, table center-pieces, corsages, pictures, plaques, models, scenes, hats, novelty pieces, etc.)

- (a) Any display not meeting the qualifications for Categories 1 or 2 shall automatically be entered in Category 3.
  - (b) At least one (1) of the poppies used in the display must be in its original form and color, with label attached.
- (2) Departments purchasing over 250,000 poppies will be allowed two (2) displays in **each** of the three (3) categories for the National Display Contest all others will be allowed one (1) display in each of the three (3) categories, no deviations.
- (3) The National Programs Committee shall have no responsibility in setting up, taking down or returning displays.

- (4) Displays shall be set up in space provided in the convention facility. Prior to setting up the display, the responsible person must register with the Buddy Poppy desk and complete an entry form (unless one was forwarded earlier, approved by Department) which will show the category of competition, the number of poppies used, the purpose of the display, the Post and/or Auxiliary number and location, and the name of the person who will dismantle and remove the display at the close of the convention. **(Please be advised, all displays must be removed by 4:00 p.m. on Tuesday or it will be disposed of by convention center personnel.)**
- (5) Displays may or may not be accompanied by a white card, not to exceed 4 inches by 6 inches in size, on which is lettered in black ink an explanation of the theme for the display or other information of interest to the viewers or the judges.
- (6) Post name, number, city or state (including the shape of your state) may **not** be visible on the displays. Failure to comply will result in disqualification.
- (7) (NEW) Any use of non VFW trademarks or copyrighted material on your display must have prior approval from the trademark or copyright holder. These include but are not limited to names, logos, audio/visual graphics, images and/or props. The VFW and Buddy Poppy logo and name is authorized but use of any outside organization trademark or copyrighted material and/or logos must have prior approval through their respective organization.

### JUDGING

Judging of displays will be on the basis of effectiveness, purpose, clarity of theme, suitability, originality, beauty and number of poppies used. Where a sample of a large number of identical items (such as corsages or wreaths) is entered, full credit shall be given for the total number of poppies used. Judging will be completed by Monday evening and the winning displays will have the appropriate ribbons placed on the display on Tuesday morning.

### PRIZES

Plaques will be awarded to the first, second, and third place winners in each of the three categories, and will be mailed to the winning Department's adjutant after convention.

### NOTE

The Department adjutant will have to notify the Programs Director, in writing, by **June 30** of the Posts that will represent the Department in each category. This will allow us the time necessary to ensure each entry has sufficient space to set up at the National Convention.

**Please be advised**, the Programs Committee cannot guarantee against theft of personal items placed on the displays. The exhibit hall is secured at night and monitored by security guards: however, they monitor a large area and are not assigned to one specific area. We strongly discourage using items of sentimental value, items of value or items considered to be irreplaceable on the Buddy Poppy displays.

Thank you and good luck!

(Revised 1/8/2019)

OFFICIAL ENTRY BLANK FOR DISTRICT AND STATE DISPLAY CONTESTS  
TO BE FILLED OUT BY ENTRANT:

POST #	AUXILIARY #
NAME OF BUILDER OR BUILDERS	
HOME ADDRESS	
NUMBER OF POPPIES USED IN DISPLAY	

THIS DISPLAY IS ENTERED IN THE FOLLOWING CATEGORY:

Circle Category and Division:

**STORE OR WINDOW DISPLAY**

Category #1	Division A	Division B	Division C	Store or Window
Poppies used in Display	100 to 750	751 to 1500	1501 and up	

**MEMORIAL or INSPIRATIONAL DISPLAY**

Category #2	Division A	Division B	Division C	Memorial or Inspirational
Poppies used in Display	100 to 750	751 to 1500	1501 and up	

**ARTISTIC OR DECORATIVE DISPLAY**

Category #3	Division A	Division B		Artistic or Decorative
Poppies used in Display	10 to 1000	1001 and up		

CATEGORY #1, Please have this certification form completed before entering contest

**I certify that this Poppy Display was on exhibit in my place of business for a period of not less than three (3) days.**

**Name of Store or Business:** \_\_\_\_\_

**City:** \_\_\_\_\_

(To be filled in by Poppy Display Chairman:)

District# \_\_\_\_\_ Display # \_\_\_\_\_

Location of Display Contest: \_\_\_\_\_

Your Display was graded	<u>ORIGINALITY</u>	<u>POINTS</u>	
	<u>NEATNESS</u>	<u>POINTS</u>	
	<u>COMPOSITION</u>	<u>POINTS</u>	
	<u>POPPY STORY</u>	<u>POINTS</u>	
	<u>TOTAL SCORE</u>	_____	

**Your Display Finished  
\_\_\_\_\_ Place**

Attest: Buddy Poppy Display Chairman \_\_\_\_\_

DISTRICT BUDDY POPPY CHAIRMAN: You must submit one copy of this ENTRY BLANK for each display entered in your District to the State Poppy Display director by June 1  
Send to: Stephanie Kirksey, 603 S. Church St., Waterloo, IL 62298  
If you need more copies, please photocopy