



BUDDY POPPY PROGRAM



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Post 9759-6

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, poppies must be paid for within 90 days of order. Please remember you can pay "online. Your post will receive credit on the "X" sheet at the time the order is placed.
- **Be Advised** our Buddy Poppy Distribution Year runs from May 1, 2011 to April 30, 2012 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 2011-2012 Membership Program will require that Posts order a minimum of 500 poppies to be considered for "ALL STATE". Also, Posts should order extra Buddy Poppies if needed for their Poppy Display requirements.
- **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.

Up to 150 Members - PLAQUE 301 Members and Up - PLAQUE

151 to 300 Members - PLAQUE

- **A Special Award** will be presented to the Post and/or Auxiliary that has the largest numerical increase for the current year over all. Plus, the Post and Auxiliary Poppy Chairman of that Post will each receive an individual plaque. **In addition, any Post who orders a total of 25,000 poppies or more during this Fiscal Year will receive special recognition during the State Convention.**
- **A Citation** will be presented to each Post and/or Auxiliary who increased 10% or more over the previous year in donations. These citations will be given out to the District Commander for distribution, during the final Council Meeting. (Remember, you must have ordered Poppies during the previous year to qualify).
- **Special Citations** will be presented to individuals recommended by Post or Auxiliary Poppy Chairman as to their outstanding services to promote the Buddy Poppy Program.....such as, a local banker who may voluntarily set up a display in his/her bank a week or so prior to Buddy Poppy Day, urging the communities 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.
- **A Special Pin** will be awarded to any comrade or sister who gives out **500** or more Poppies. Certification by the Post or Auxiliary Poppy Chairman **noted on the proper forms**, provided by the VFW State Headquarters. This award should be made in recognition to the recipients.
- **All New Post(s)** starting 2011-2012 Fiscal year will receive 500 free Poppies to begin their program.

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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** your 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.

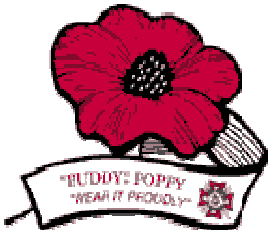
4. **Instruct your workers.** They must know why they are distributing Poppies, what they are expected to do and how to approach the public without scaring them off or getting their dandruff up for an argument.

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

REMEMBER... When ordering Buddy Poppies, please allow six (6) to eight (8) weeks for delivery. If the State Headquarters has Poppies on hand, they will ship them to you immediately. 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 State 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: 217-529-5347

PLEASE NOTE: PRICE INCREASE EFFECTIVE 5/1/11

ORDER DATE _____ DATE OF POPPY SALE _____
(Please do NOT leave blank)

POST/AUX. NAME _____ NUMBER _____ DISTRICT _____

PLEASE PLACE OUR ORDER FOR THE FOLLOWING:

_____ BUDDY POPPIES (\$120.00 PER THOUSAND)..... \$ _____
 (ORDER IN INCREMENTS OF 500 ONLY)
*(POPPY CANS, POPPY POSTERS & EASELS, ID CARDS, ETC. MUST BE ORDERED DIRECTLY
 FROM NATIONAL EMBLEM & SUPPLY DEPT. IN KANSAS CITY - SEE CATALOG FOR DETAILS)*

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)

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/ Picked Up	Date Paid	Date Invoiced

PLEASE ALLOW 8-12 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 POPPIES ARE AVAILABLE.*

YOU MAY ALSO ORDER ONLINE AT www.vfwil.org.