

AUGUST "BUDDY"® POPPY PROMOTION #2

JEANA COLLINSWORTH, DEPARTMENT CHAIRMAN

August "Buddy"® Poppy Promotion: One "Buddy"® Poppy at a Time!

Dear Auxiliary Members,

This August, we are issuing a challenge to unite our Posts and Auxiliaries across the state. Remember **WHO** we are serving and **WHY** we do what we do—working together **One "Buddy"® Poppy at a Time** to honor our veterans and support their families.

This is an equal opportunity for both the VFW Post and Auxiliary to join forces and enter the **"Buddy"® Poppy Display Contest** for the VFW Department of California.” Strength in Numbers”. All submitted entries will be proudly judged at the **Department Convention in June 2027**.

Contest Structure & Judging:

- **District Level Judging:** Entries will be judged at the District level by a joint panel of judges selected from both the Post and the VFW Auxiliary.
- **State Recognition:** District winners will move on to compete at the state level, where final judging will take place at the **Department Convention in June 2027**.

How to Take the Challenge:

- **Order Based on Membership:** Post requirements are based on membership size (five per member or a minimum of 500 poppies). Check your counts on the dashboard and order early through the Department Quartermaster via vfwca.org/programs.
- **Build a Joint Display:** Assemble a combined team from both the Post and Auxiliary to design a creative display that highlights remembrance, service, and veteran support.
- **Set Up Booths Year-Round:** Host promotional and donation booths in your local community throughout the year—not just on holidays—to share the story behind the "Buddy"® Poppy.
- **Report Your Joint Success:** Make sure your Post and Auxiliary report all booth activities and joint projects so everyone receives full credit for their hard work.

Let's stand united, share our passion, and make an impact—one "Buddy"® Poppy at a time!

In Comradeship and Loyalty,

Jeana Collinsworth

"Buddy"® Poppy Chairman (2026–2027)

VFW Department of California