NOVEMBER BUDDY® POPPY PROGRAM PROMOTION

Jeana Collinsworth, Department Chairman

Hello VFW Auxiliaries,

November is here, and with it comes one of the best opportunities of the year to share the message of the Buddy® Poppy!

As Veterans Day approaches, communities across California will gather to honor those who have served our country. This is our chance to be visible, tell the Buddy® Poppy story, and remind others that behind every Buddy® Poppy is a veteran, a sacrifice, and a legacy worth remembering.

This month, I challenge every Auxiliary to get creative and have fun promoting the Buddy® Poppy. Take them to parades, community breakfasts, football games, school events, car shows, farmers markets, local businesses, and anywhere people gather. Every place is an opportunity to start a conversation and make a connection.

Let's make November a month of action!

- Share the history of the Buddy® Poppy.
- Teach others what the red poppy symbolizes.
- Explain how the program supports veterans.
- Encourage your community to wear their Buddy Poppy with pride.

Most importantly, let us see just how many people we can reach across California. As you distribute Buddy® Poppies throughout the month, be sure to **count every Buddy® Poppy distributed and include that number in your report. Also, remember social media too. Advertise the knowledge of the meaning of the little red flower and report it.**

Imagine the impact when Auxiliaries across our Department add their totals together. Hundreds become thousands. Individual efforts become a statewide movement of remembrance, education, and support for veterans.

When reporting, tell us your story:

- How many Buddy® Poppies did you distribute?
- Where did you go? (location/ events: i.e.: Parade, Farmer Market, Community Breakfast,

- Who helped? (Auxiliary members names)

· What educational displays or presentations did you conduct?

· What creative promotion ideas worked well?

· How many volunteer hours were dedicated to your efforts?

· How many people did you reach in your community?

· Did you share Buddy® Poppy messages on social media? Include the number of posts, photos, videos, shares, comments, or other engagement whenever possible.

· Did local media, community organizations, schools, or businesses help promote your activities?

· Be sure to include photos of your events and outreach efforts

Remember, success is not measured only by numbers. It is measured by the conversations you start, the veterans you honor, and the awareness you create in your community. One Buddy® Poppy handed to the right person can leave a lasting impression.

Let's fill California with red poppies, grateful hearts, and stories of service this November.

Thank you for everything you do to keep this program thriving. I cannot wait to hear about your projects, see your photos, and celebrate your successes.

Let's make this our biggest November yet!

Count Every Buddy® Poppy. Share Every Story. Honor Every Veteran.

In Friendship, Loyalty, and Service,

Jeana Collinsworth
Department of California Buddy® Poppy Chairman 2026-27
VFW Auxiliary Department of California

"Honor Their Service. Remember Their Sacrifice. Share the Meaning of the Buddy® Poppy."