OCTOBER “BUDDY”® POPPY PROGRAM PROMOTION #4

Jeana Collinsworth, Department Chairman

The Walking “Buddy”® Poppy Girl

To stand out at planned events, turn your promoters into walking billboards that bring people to you rather than waiting for them to walk by.

I’m sharing the dress attire card I created last year for Veteran’s Day, and let me tell you — it was an absolute blast. We wrapped “Buddy”® Poppies around Tootsie Roll Lollipops and placed them into the holes of the Styrofoam candy-tray base I built. It was clever, colorful, and it worked like magic.

The best part was that I didn’t have to stay glued to the booth. I was free to walk around, meet guests, greet attendees, and build excitement before the main event even started. The turnout was incredible, and everywhere we went, we brought smiles. It was fun, it was engaging, and it made our presence unforgettable.

This kind of interactive, mobile setup isn’t just enjoyable — it’s the kind of thing that helps you succeed. It draws people in, sparks conversations, and makes your VFW Auxiliary shine.

That 1950s "candy girl" / "cigarette girl" tray concept is a brilliant, nostalgic, and incredibly effective way to hand out “Buddy”® Poppies! It immediately draws attention, fits the classic vintage aesthetic of the VFW Auxiliary, and makes donating completely hands-free for you.

The 1950s “Buddy”® Poppy Girl Setup

- **The Dress:** A 1950s-style red swing dress (A-line skirt with a petticoat/ optional) gives a respectful, polished, and eye-catching vintage look.
- **The Tray:** A lightweight wooden, plastic, or cardboard tray worn around your neck with a red/white/blue ribbon or thick neck strap.
    - Fill the tray base with a large cut to size Styrofoam interior base. Then fill the compartments with neatly arranged “Buddy”® Poppies and mini educational cards.
- **The Donation Tube:** Secure a clear plastic collection tube (or a decorated coin cylinder) directly onto the tray using Velcro or zip-ties so it stays upright while you walk around.


VFW AUXILIARY
Buddy® Poppy Girl
Honoring our Veterans with every Buddy® Poppy distribution.
Classic Style with a modern fit.
Respect. Honor. Remember.
Buddy® Poppy
VFW AUXILIARY 7265
VFW Auxiliary Garrison Cap (Blue)
with gold piping and insignia.
Poppy Corsage
A simple, classy touch of remembrance.
Buddy® Poppy Distribution Tray (Black)
Lightweight, sturdy, and easy to carry.
Holds Buddy Poppies for distribution.
Classic Dress
Timeless, elegant, and respectful.
White Gloves
Clean, classic, and respectful.
Black Pumps
Comfortable, classic and timeless.
Accessories (optional)
Handbag
Pearl Earrings, Bracelet
Lipstick
Color Palette
Red
Blue
White
For the ones who served.
VFW AUXILIARY

The Pitch (Keep It Simple): When talking to visitors, keep the explanation simple, memorable, and heart-warming:

- **What is a "Buddy"® Poppy?**

"It's a little red flower assembled by veterans who need extra help or support."

- **Why do we give them out?**

"When you wear one, you show veterans that you care about them and remember their sacrifices!"

- **Where do donations go?**

The Veterans Relief Funds. "Every dime raised from these poppies goes right back to helping disabled veterans, military families, and children who need support."

- **Keep on Smiling!**

"Step right up! Trade a smile or a small donation for a "Buddy"® Poppy—made by veterans to help veterans!"

PROGRAM REPORTING

Report Category	**Details to Include**
Activity Type	Mobile / Walking "Buddy" Poppy Promotion & Distribution
Publicity & Promotion	Interactive 1950s-themed costume tray outreach at trade show, Nostalgia Day, Farmers Market, 4th July, Veteran's Day, Memorial Day, Anytime, Anywhere.
Poppies Distributed	Count of poppies handed out directly from the tray
Donations Collected	Total amount raised in the tray donation tube

Report Category	Details to Include
Member Hours & Miles	Prep time (assembling tray/costume) + hours spent walking the floor
Educational Impact	Number of patrons engaged with quick veteran assistance facts

Extra Tips for Success

1. **Safety & Comfort:** Wear comfortable flat shoes or vintage-style saddle shoes- you'll be doing a lot of walking on hard ground/trade show floors!

2. **Easy Refills:** Keep a small tote bag or backpack at your booth stocked with extra poppies so you can easily replenish your tray.

3. **QR Code Add-On:** Attach a card with a large QR code to the front of your tray for patrons who want to make a digital donation using their phones!

4. **Remember: Stay hydrated.**

5. **Pre Order Poppies:** And to make your event just as successful, always remember to pre-order your "Buddy"® Poppies ahead of time. Work closely with your VFW Post to confirm your numbers — early coordination is the key to a smooth, stress-free, standout event.

Thank you for your service to the VFW Auxiliary. Your dedication, your time, and your heart make a real difference for our veterans and our community.

Jeana Collinsworth
Department "Buddy"® Poppy Chairman 2026-27
VFW Auxiliary Department of California
President District 10
President VFW Auxiliary Post 7265
jeanascvfwaux7265@gmail.com