

La Verne Wilson, 2020-2021

Department of California "Buddy"® Poppy/VFW National Home for Children

The "Buddy"® Poppy, November 11th, 2020 Campaign is right around the corner and there are two important components to conducting a successful campaign: **Planning and Enthusiasm.**

- ✓ Start early to identify potential volunteers within your post and auxiliary gather them together for an informational meeting and explain the purpose of the "Buddy"® Poppy campaign.
- ✓ Plan on each volunteer distributing 200 Poppies. Multiply by the number of volunteers by 200 that will give you an idea as to how many to order.
- ✓ Choose Distribution dates. Memorial and Veterans Day are a popular time; however, any time is good to distribute this memorial flower. Stake out key distribution venues in advance.
- ✓ Ideal locations are storefronts, offices or factory entrances and recreational areas. Always remember to get permission from the business owners before setting up your display. You can also set up a booth at county fairs, public forums, school events, church suppers or other civic organization meetings.
- ✓ Post flyers in key areas: Post office, coffee shops, gas stations, etc., letting people know when and where they can get a "Buddy"® Poppy. If your local newspaper has a community calendar, let them know two weeks in advance about the campaign and that it is in support of our veterans.
- ✓ You and your volunteers smile and be enthusiastic. If you appear friendly, it will project good image for the VFW and you. Make sure you and your volunteers wear your VFW and auxiliary attire and caps. Remember you are not "selling" Poppies, you are distributing them with the hope of getting donations in support of all veterans. Below are items you can purchase from the VFW Store to help with your campaign.



Carton of 10
Code: A9703



Buddy Poppy Apron
Code:07243



Gold Buddy Poppy Vest
Code: 710900



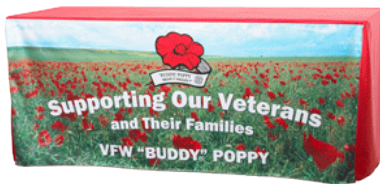
Buddy Poppy Pocket Apron
Yellow Code: 07151



PRODUCT CODE
Code: 09705



Buddy Poppy 4 x 6" Flag Set
Code: 02187



6' "Buddy"® Poppy Table Cover
Code:03230



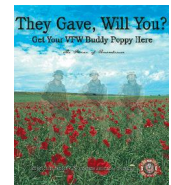
Buddy Poppy Windshield Sticker
Code: 09709



Buddy Poppy Coloring Book
Code: 04133



Buddy Poppy Roll Decals
Code: 03233



Buddy Poppy Posters
Code: 09701

District and VFW Auxiliary Chairmen let your imagination, your volunteers, your enthusiasm and planning guide you in distributing these beautiful red "Buddy"® Poppy. Always remembering, never refuse any one a Poppy because they are unable to contribute. A Poppy on anyone's lapel **HONORS ALL VETERANS** and that is what we are all about, honoring and volunteering for veterans!

Contact information: VFW vfwstore.org –

VFW National Home for Children is all year round. There are many things we can get start on now in support of the national home. Things the VFW Auxiliaries we can do individually and together.

- ✓ If you have not, sign up for the National Homes Newsletter.
- ✓ Sign up for Amazon Smiles with National Home being the recipient.
- ✓ You can purchase Life Membership for your self and for others who do not have one.
- ✓ Purchase a Memorial/Recognition Brick in memory of your love one or someone special.
- ✓ One way the Auxiliaries support the National Home is through the Health & Happiness Funds.
- ✓ Donations can be made online in MALTA or by mail. Select “Make a Gift”. Any individual or organizations can become an Associate Life Member. Associate Life Member do not have voting privileges.
- ✓ Below are sample items you can purchase from Amazon Smile. The AmazonSmile Foundation will donate 0.5 percent of the purchase price from your eligible purchase to the National Home, however you must sign in under Charities - VFW National Home for Children.



Bambus: Cheese Board and Knife Set



Pure Zen Tumble with Infuser double wall glass travel Tew Mug



Nostalgia countertop Hot Dog roller 8 reg. size. 6 bun Capacity



Concept 3 by Skechers Women's Sneaker 5-11



All types of Gift Cards Printed cost \$25.00 to \$200.00.



All Types of magazines



Henkel ion Cat and Dogs Carrier -TSA Airline approved



Dawn Platinum -2 Count Pack Dishwashing Liquid



Tide HE Turbo Clean Liquid Laundry Detergent 96 Loads



Pepsi Cola Bottles – 8 Cans



Frito Lay Classis Mix Variety 18 Count

Department, District and VFW Auxiliary Chairmen we must help to spread the word about the amazing opportunity that the National Home offers our nation's military and veterans families. Working together we can make a difference in so many lives. **Contact information: [Smile.Amazon.com](https://www.smile.amazon.com)**

Information I will need from you for my 2020-2021 YEAR-END REPORT

“Buddy” Poppy:

- Numbers of members that promoted the “Buddy”® Poppy program throughout the year through distribution, education and/or publicity within Auxiliaries and in the community.
- Number of Auxiliary members that used media to promote the “Buddy”® Poppy program in the community (describe the media).
- Number of “Buddy”® Poppy drives hosted.
- Number of Auxiliary members that participated/submitted an entry in a Department “Buddy”® Poppy display contest.

VFW National Home for Children:

- Numbers of Auxiliary members that promoted the VFW National Home for Children through education and/or publicity within Auxiliary and in the community.
- Number of Auxiliary members that promoted the National Home Military & Veteran Family Helpline through education and/or publicity within Auxiliary and in community.
- Number of Auxiliary members that used media to promote the National Home or the National Home or the Military & Veteran Family Helpline through any media (describe media)
- Number of Auxiliaries members that made donations to the National Home. (not including Health & Happiness donation)
- Number of Auxiliaries members that purchased at least one (1) Life Membership.
- Total number of Life Memberships purchased

In closing, I am looking forward to working with all of you throughout the 2020-2021 year. Your VFW Auxiliary planning, enthusiasm, participation and detail written reports, **“Honoring our Mission to Serve Veterans”**. As we are **“Soaring with Service to our Veterans”** remember to email or mail all your reports to me and your District Chairman as well, on all activities for **“Our Children, Families and Communities”**. I will be looking to receiving them.

Loyally,

La Verne Wilson

Department of California

“Buddy”® Poppy & VFW National Home for Children 2020-2021

2740 So. Raymond Ave. Los Angeles, CA 90007

(323) 734-7665 – lavernewilson1@gmail.com