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**“Buddy”® Poppy / VFW National Home  
Department of Missouri  
2021-2022 Program Material  
“Buddy”® Poppy Promotion**

**Why do we promote the “Buddy”® Poppy?**

The “Buddy”® Poppy is a small but mighty memorial flower that has raised millions of dollars for the welfare of veterans and their dependents. The “Buddy”® Poppy Program also provides financial assistance in maintaining state and national veterans’ rehabilitation and service programs, and partially supports the VFW National Home for Children. “Buddy”® Poppies are assembled by veterans in need and disabled veterans, affording them additional income and a form of therapy.



**Where does the money go** for each “Buddy”® Poppy purchased by your post or auxiliary?

- ❖ A ½ cent to Department’s Veterans Service Officer Fund.
- ❖ One cent to VFW National Headquarters Veterans Service Officer Fund.
- ❖ One cent goes to the VFW National Home for Children.

Use your “Buddy”® Poppy drives and promotions as a chance to educate your community on the meaning of the “Buddy”® Poppy. Let them know we honor our fallen veterans to help our veterans in need.

When Auxiliaries host or co-host a “Buddy”® Poppy Drive, the money collected goes into the **Auxiliary Relief Fund** to be spent:

- ❖ Aiding Auxiliary members in need of financial assistance.
- ❖ Meeting obligations or sending monetary gifts to the VFW National Home For Children.
- ❖ On Hospital work for all veterans, members of the armed forces, Auxiliary members and their families.
- ❖ On Veterans & Family Support work for all veterans, members of the armed forces, Auxiliary members and their families.
- ❖ On the National Auxiliary Cancer Aid & Research Fund.
- ❖ On Special purposes authorized by National Headquarters.
- ❖ To perpetuate the memory of deceased veterans and members of the armed forces and to comfort their survivors.
- ❖ To foster true patriotism through historical and educational programs.

I always encourage auxiliaries to work hand in hand with their post for “Buddy”® Poppy drives. However, remember auxiliaries can purchase “Buddy”® Poppies as well and may hold as many “Buddy”® Poppy drives throughout the year as they like.

**How to have a successful “Buddy”® Poppy drive or promotion?**

- ❖ Set your date(s) early in the year. Do not wait until the last minute to schedule your drive.
- ❖ Decide your location(s) to stage your drive.

- ❖ Get the word out using your local newspaper, word of mouth, Facebook, bulletin boards and hang flyers in local business windows. Use local television and radio stations that are willing to help advertise your event.
- ❖ Be sure to get permission from your local businesses to use their store front to hold your drive.
- ❖ Don't forget to involve the youth groups in your community to help out during your event.
- ❖ Consider making a small "goody" bag to hand out that has promotional material and a membership application in it.
- ❖ **REMEMBER** never refuse a buddy poppy to anyone even if they cannot make a donation.

### Other Ways to Promote the "Buddy"® Poppy

There are so many ways all year long we can promote the "Buddy"® Poppy. We have all learned to "think outside the box" this past year so let us continue with that in mind.

- ❖ Use the "Buddy"® Poppy to decorate tables at your post dinners and breakfast.
- ❖ Create centerpieces and wrap your silverware with a napkin tied with a "Buddy"® Poppy.
- ❖ Create a painting or drawing of the "Buddy"® Poppy and have a raffle to give it away.
- ❖ Use the "Buddy"® Poppy in flower arrangements you can give to local businesses to display.
- ❖ Have a craft day at your post for youth using the "Buddy"® Poppy as your theme.
- ❖ Host a paint party for adults with a "Buddy"® Poppy theme.

I know we have so many creative minds out there and I look forward to awarding the auxiliary that has the most Outstanding Promotion of the "Buddy"® Poppy Program as well as the Outstanding Chairman.

### "Buddy"® Poppy Display Contests

At our **Department Fall Conference** I am asking for displays that will honor the memory of a veteran and their branch of service. Get creative and use as many poppies as you need but remember **you must have one poppy in its original form**. Display must be accompanied by sealed envelope—on the outside of the envelope the number of poppies used and total # of hours spent assembling the display—on the inside of the envelope a card with your auxiliary # and the name(s) of the assembler(s) of the display printed on it.

I will have more information in later promotional material regarding the **Winter Conference display** contest.

For the **Department of Missouri Convention in June** there will be three categories for the "Buddy"® Poppy displays.

- ❖ Public Promotion of the "Buddy"® Poppy.
- ❖ Memorial or Inspirational Displays
- ❖ Artistic or Decorative Use of Poppies

The winner of our Department Convention contest will be brought to the National Convention to be judged. Rules for the National "Buddy"® Poppy display contest can be found on the VFW website.



VFW NATIONAL HOME FOR CHILDREN

## VFW NATIONAL HOME FOR CHILDREN

The VFW National Home for Children is in Eaton Rapids, Michigan and is home for many veterans and their family from all over the United States. Since its founding in 1925 the VFW National Home for Children has helped so many families of active-duty military personnel, veterans and relatives of VFW and VFW Auxiliary members, with children under the age of 18, during their time of need. Families during the up to four-year stay get help to identify their needs and what they want to accomplish and are provided housing, education, day care, basic needs, recreation and case management. All this is only possible through generous donations and support from all of us.

### Ways to Support the VFW National Home for Children

- ❖ Consider becoming a **Life Member** of the National Home or purchasing a life membership for someone. A VFW Auxiliary or any organization, as well as any individual member or person may become a life member. The cost is a one-time donation of \$50.
- ❖ **Give a monetary donation.** Each auxiliary is encouraged annually to donate to the VFW National Home for Children. Put out a donation jar at your post all year round to collect donations and send them in at the end of the year.
- ❖ **Make a personal monetary donation.** Donations can be made one time or a monthly basis.
- ❖ **Health and Happiness** donations of \$.10 per member are requested by each auxiliary and are submitted in MALTA or mailed directly to National VFW Auxiliary.
- ❖ Sign up for **Amazon Smiles** through the Amazon Website. Make the National Home as your charity of choice and each time you make a purchase a donation of 0.5 percent of your eligible purchases will be made.
- ❖ **Purchase a tribute brick for \$100.** Bricks are placed in various walkways at the National Home. Your purchase includes a commemorative certificate with a representation of your brick.
- ❖ **Place a tribute in Tribute Park** (minimum gift of \$3,000).

### VFW National Helpline

If you know a military and or veteran family in financial need, please have the helpline number available to give to them. **1-800-313-4200**

- ❖ Save the number as a contact in your phone so you will always have it available.
- ❖ Make flyers promoting the helpline hang them at your post and other common community areas such as grocery stores, post offices, libraries, doctor's offices and coffee shops.
- ❖ Post it on your auxiliary Facebook page and your communities Facebook page.

### VFW National Home Trip

Save the date for the VFW National Home Trip this year **October 22-24, 2021**. This is Missouri's year to host the party for the children, so I hope to see a great turn out this year. More information will be provided in future promotional material.

### Awards for "Buddy"® Poppy/National Home Program

This year there will only be two categories considered for awards. There will be an award given in each membership group for Most Outstanding Project. Another award will be given to the Most Outstanding Chairman overall.

I know this year will be outstanding and I look forward to seeing how each auxiliary uses their creativity to have fun and to ....

***THINK OUTSIDE THE BOX!!***