



# Department of New York Buddy Poppy Chairman's Guide



Thank you for accepting the responsibility as the Buddy Poppy Program Chairman for the Department of New York.

This Chairman's Guide will provide you some of the necessary guidelines in performing your duties. There may be additional references you may need to review either on the Department or National websites and/or other documentation that may be issued during the ensuing year.



It is important that you learn as much as you can about your position and ask questions if you are not sure of what you will be required to do. I and my staff are available to assist you in this endeavor to ensure you are successful in your efforts.

All Posts within the Department of New York should be participating in the Buddy Poppy Program and the goal for the upcoming year is to have every post in the Department purchase at least a minimum order of 500 poppies for their post.

Please endeavor to advertise the Buddy Poppy Program to our Districts, Councils and Posts and ensuring they fully understand the reasons for supporting this program. Buddy Poppy applications and costs are available on the Department of NY website at [www.vfwny.org](http://www.vfwny.org) under Resources and then the Forms tab. A copy of the order form is attached to this Chairman's Guide.

The progress of each post in the Department which have purchased poppies can be viewed by monitoring the Memstats on the Department website at [www.vfwny.org](http://www.vfwny.org) under the Programs tab. After reviewing the status of each post you can periodically call those posts who have not purchased poppies for upcoming events such as Memorial Day, Veterans Day, etc. encouraging them to make a poppy purchase. The cost of poppies will remain the same at \$165.00 per 1000 unless otherwise advertised. Poppies may be ordered in multiples of 500 if desired with the order for poppies mailed to Department of New York Headquarters at 69 Sand Creek Road, Albany, NY 12205.

Buddy Poppy orders should be made at least six to eight weeks prior to the date the poppies are needed. Special Anniversary poppies are also available and may require additional lead time to order.

The Department of New York publishes its on-line newspaper, *The Overseas Veteran* quarterly and it is highly recommended that a short article explaining the merits of the Buddy Poppy Program be prepared and submitted to the newspaper editor when the call goes out for articles.



At the end of the VFW year a Buddy Poppy Report will be required to be prepared and submitted to Department Headquarters by the published deadline. Deadlines are important, and you are expected to meet it.

Additionally, as part of your responsibilities as Chairman, you will be expected to prepare a short, written report of your activities to be submitted two weeks prior to the Spring and Fall Department Conferences and State Convention. If called upon to make an oral report, you will be invited by letter prior to the convening of any conference or convention.

The State Commander is confident of your ability to manage the Buddy Poppy Program and am sure you will be extremely successful in your endeavors.

Thank you for stepping up and accepting this challenging position.







# VFW "BUDDY"<sup>®</sup> POPPY CHAIRMAN'S MANUAL

Since 1922, the "Buddy"<sup>®</sup> Poppy has been an integral part of the VFW community. As VFW's official memorial flower, the Poppy represents the bloodshed by American service members. It reiterates that we not forget their sacrifices.

The Poppy movement was inspired by Canadian Army Col. John McCrae's famous poem, "In Flanders Fields." Poppies were originally distributed by the Franco-American Children's League to benefit children in the devastated areas of France and Belgium following WWI.

In 1922, VFW conducted a campaign and got Poppies from France. Members soon discovered it took too long to get the flowers in from France and they came up with a better idea. Disabled, hospitalized and aging veterans could make the paper flowers and ship them out to the members for distribution.

And so it was known, for veterans in VA hospitals and domiciliaries and in state veterans' homes, every day would be VFW "Buddy"<sup>®</sup> Poppy Day. These men and women assemble the Poppies, tie them in bunches of 10 and pack them in boxes of 500, 1,000 or 2,000 for shipment to the Posts and Auxiliaries. VFW pays the disabled veteran for the work. In most cases, this extra money provides additional income for the worker to pay for the little luxuries, which makes life more tolerable. Furthermore, Poppy assembly is often used as a therapy program to provide exercise for fingers and hands crippled by wounds, disease and the effects of old age. Another reason Poppies are so important is because all proceeds from distribution are used for veteran's welfare or for the well being of their needy dependents and the orphans of veterans. More than 2,300 children of

veterans have been, or are being cared for in the VFW National Home in Eaton Rapids, Michigan, thanks to a portion of Poppy funds.

As your Post's "Buddy"<sup>®</sup> Poppy Chairman, you need to build enthusiasm for this program. Reiterate to your fellow members the two-fold importance of Poppies. It's truly all about veterans helping veterans and living up to VFW's motto of "No One Does More for Veterans."

## Recognition is Important Too!

It is only human nature to desire and appreciate recognition for a job well done. A word of praise often means more than any kind of financial reward - especially if it is done publicly. It is in recognition of these truths that special citation awards are made available through the VFW Department Headquarters or "Buddy"<sup>®</sup> Poppy Chairman. Check with them to determine the rules in effect in your Department. Don't overlook the faithful Post or Auxiliary member who goes on the streets each year to distribute Poppies. Recognize their efforts at Post or Auxiliary meetings

***DISTRIBUTION OF "Buddy"<sup>®</sup> Poppies SHOULD BE INCLUDED IN EVERY POST, DISTRICT OR DEPARTMENT ACTIVITY OR ANYTHING IN WHICH YOU PARTICIPATE. MEMBERSHIP DRIVES, PATRIOTIC EVENTS, EVEN BINGO SHOULD INCLUDE DISTRIBUTION OF OUR FAVORITE FLOWER!***





There are two critical components to conducting a successful campaign:

## PLANNING & ENTHUSIASM

Planning ensures nothing will be left to chance and there will be plenty of Poppies for distribution. And the more enthusiasm you demonstrate, the greater your chances of inspiring others to help make this year's campaign a true success.

**Here are some important things to consider when preparing for your "Buddy"® Poppy distribution:**

- ✓ Identify potential volunteers within your Post and Auxiliary and gather them together for an informational meeting explaining the purpose of the "Buddy"® Poppy campaign.
- ✓ Plan on each volunteer distributing 200 Poppies. It sounds like a lot, but with the right placement in the community, 200 will go fast.
- ✓ Multiply the number of volunteers by 200 and that's approximately how many you should order.
- ✓ Choose distribution dates. Memorial Day and Veterans Day are always a popular time, but any time is a good time to distribute this memorial flower.
- ✓ **Request from your Department Headquarters an order form to purchase your Poppies at least 8 to 12 weeks in advance of your distribution dates.**
- ✓ Stake out key distribution venues in advance.
- ✓ Choose high traffic areas and determine the number of workers you need to cover the locations. Ideal locations include storefronts, office or factory entrances and recreational areas.
- ✓ Make sure you get permission from the business owners before setting up shop. Post flyers around town in key areas such as the Post Office, coffee shops, gas stations, etc. It will let people know when and where they can get a "Buddy"® Poppy.
- ✓ If your local newspaper has a community calendar section, be sure to let the editor know about two weeks in advance that you'd like to place your Poppy announcement on the calendar.
- ✓ Encourage your volunteers to smile and be enthusiastic during the distribution. If they appear friendly, it will project a good image for VFW.
- ✓ Make sure your volunteers wear their VFW or Auxiliary caps.
- ✓ Remind your volunteers that they are not "selling" Poppies, but distributing them with the hope of getting donations.

**If you follow these simple steps, your "Buddy"® Poppy campaign is sure to be a success.**

## OVERCOMING ADVERSITY

Many factors can lead to poor "Buddy"® Poppy distributions. Perhaps you live in a bustling city like Chicago or New York City where folks aren't as eager to stop on the streets. Or maybe you live in a town with only 600 people and you'd be lucky to hand out 200 Poppies in a week. Or perhaps your members are primarily older and in failing health.

If any of these sound familiar, perhaps you should try a different approach to handing out the Poppies and raising funds for needy veterans.

Below is a list of alternative methods for distributing Poppies:

- ❖ Sell coat hanger wreaths made out of Poppies. Use a child-sized wire coat hanger and bend it into a circle. Straighten the hook to make a ground stake.
- ❖ Wind the stems of about 50 Poppies around the wire to complete your wreath. Popular around Memorial Day.
- ❖ Make a "Wall of Remembrance" at your Post. Patrons can request a Poppy in honor of a loved one who has died. Their name gets placed on the wall with a Poppy hanging next to it. Honorees' names can be typed on note cards with the Poppies stapled to them.
- ❖ Use Poppies to make table centerpieces that can be raffled off at Post suppers.
- ❖ Contact another civic organization in your community and ask if you can give a small presentation on the "Buddy"® Poppy. Be sure to have plenty with you, as you'll likely get several takers.
- ❖ Set up a booth at county fairs, public forums, school events, church suppers or other civic organization meetings.

Let your imagination and that of your volunteers guide you in distributing these beautiful red flowers.

**REMEMBER: NEVER  
REFUSE SOMEONE A  
POPPY BECAUSE THEY  
ARE UNABLE TO  
CONTRIBUTE. A POPPY  
ON ANYONE'S LAPEL  
HONORS ALL VETERANS!**

## NATIONAL "Buddy"® Poppy CONTEST

A "Buddy"® Poppy Display Contest will be held at the National Convention. Rules have been designed to put emphasis on the purpose and effectiveness of the displays. It is suggested that Department Contest rules be set up in conformance with this outline.

### Rules

Displays will be presented and judged in three categories:

**Category 1. Public Promotion of Poppy Campaign**  
(Window, booth, parade, poster displays, campaign promotions, etc.)

Displays must be designed for public exposure and must bear a message soliciting a donation for and wearing of the VFW "Buddy"® Poppy. At least one Poppy used in the display must be in its original form and color, with label attached.

**Category 2. Memorial or Inspirational Displays**  
(Wreaths, memorial tablets or plaques, patriotic or devotional themes)

Displays must be designed to honor the dead, to inspire devotion to God and Country, or to dramatize the activities supported by the "Buddy"® Poppy. At least one Poppy used in the display must be in its original form and color, with label attached.

**Category 3. Artistic or Decorative Use of Poppies**  
(Post Home displays, table centerpieces, corsages, pictures, plaques, models, scenes, hats, novelty pieces, etc.)

Any display not meeting the qualifications for Categories 1 or 2 shall automatically be entered in Category 3. At least one Poppy used in the display must be in original form and color, with label attached.

**SPECIAL NOTE:** Departments purchasing over 250,000 Poppies will be allowed two displays in each of the three categories for the National Display Contest. All others will be allowed one display in each of the three categories.

The Department Adjutant will have to notify the Programs Director, in writing, by **June 30** of the Posts that will represent the Department in each category. This will allow us the time necessary to ensure each entry has sufficient space to set up at the National Convention.

The National Programs Committee shall have no responsibility in setting up, taking down, or returning displays. Displays may be entered and set up at any time from 8 a.m. Saturday until 12 Noon on Monday of

the Convention week. Displays shall be set up in space provided in the Convention exhibit or meeting halls. At the time the display is set up, the responsible person must complete an entry form which will show the category of competition, the number of Poppies used, the purpose of the display, the Post and/or Auxiliary number and location, and the name of the person who will dismantle and remove the display at the close of the Convention.

Displays may be accompanied by a white card, not to exceed 4 X 6 inches in size, on which is lettered in black ink an explanation of the theme for the display or other information of interest to the viewer or the judges.

Post name, Post number, city or state (including the shape of your state) may not be visible on display entries; failure to comply will result in disqualification.

### Judging

Judging of displays will be on the basis of effectiveness, purpose, clarity of theme, suitability, originality, beauty and number of Poppies used. Where a sample of a large number of identical items (such as corsages or wreaths) is entered, full credit shall be given for the total number of Poppies used.

### Prizes

Plaques will be awarded to the first, second, and third place winners in each of the three categories.

## NATIONAL "Buddy"® Poppy AWARDS

Each year, awards are given to Department Commanders, Department "Buddy"® Poppy Chairmen and Post Commanders and their respective Auxiliary counterparts. The contests are as follows:

### Over One Million "Buddy"® Poppy Club

**Recipients:** Department Commander & Auxiliary President.

**Criteria:** A national award will be issued to those Departments that have purchased 1 million or more "Buddy"® Poppies during the current program year. Awarded automatically and presented at VFW's National Convention.

### Divisional Contest

**Recipients:** Department Commander & Auxiliary President.

**Criteria:** A National Award will be issued those Departments who lead each of the nine divisions at the end of the Memorial Day Campaign — June 30. The award will be forwarded to the Department headquarters for presentation following National Convention.

## Outstanding Department Chairman's Award

**Recipients:** Department "Buddy"® Poppy Chairmen and their Auxiliary counterpart.

**Criteria:** A national award will be presented to those "Buddy"® Poppy Chairman and Auxiliary counterparts who have exceeded their previous year's total distribution along with their Department's three-year sales/campaign quota for the current program year ending June 30. Quotas will be established using the prior three-year sales/campaign history of each Department. Awarded automatically and mailed to Department "Buddy"® Poppy Chairman.

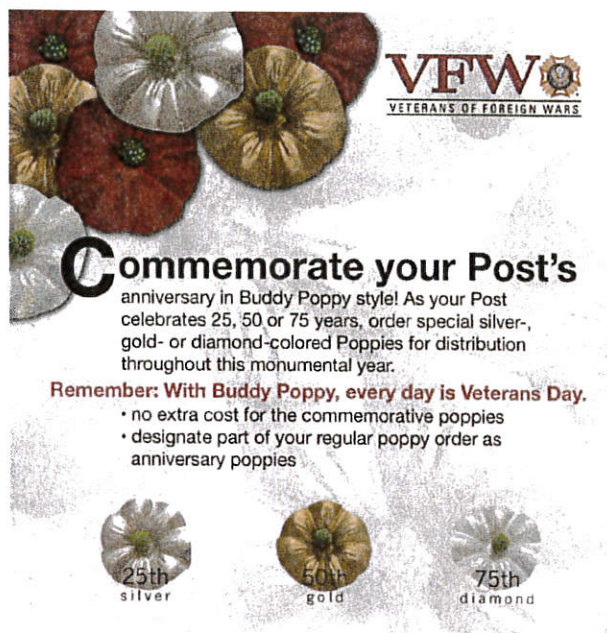
## Outstanding Post Commander & Auxiliary President's Award

**Recipients:** Post Commander & Auxiliary President.

**Criteria :** A national certificate will be issued to one Post and one Auxiliary in each Department that has the best "Buddy"® Poppy Promotional/Public Awareness Program in their respective Departments. Each Department "Buddy"® Poppy Chairman should submit to the National Programs Director the name of the outstanding Post and Auxiliary in his/her Department. A certificate honoring the Department winners will be prepared and mailed to the respective Department Headquarters for proper presentation to the winning Post Commander and Auxiliary President.

## ANNIVERSARY "Buddy"® POPPIES

Special poppies are now available to Posts celebrating their 25<sup>th</sup>, 50<sup>th</sup> and 75<sup>th</sup> anniversaries. The poppies are the same design as traditional poppies but come in silver for the 25<sup>th</sup> anniversary Post, gold for the 50<sup>th</sup> anniversary Post and diamond (iridescent white) for the 75<sup>th</sup> anniversary Post. These poppies can be ordered along with the regular poppies prior to and during your anniversary year. They should be distributed and used in displays just like normal poppies.



## FINAL THOUGHTS

Aside from the Cross of Malta, the "Buddy"® Poppy is the most visible symbol of our great organization. We have ample evidence that the public interest in our "Buddy"® Poppies is increasing particularly around Memorial and Veterans Day. As chairman and as the director of the "Buddy"® Poppy Program, you and I must be creative to meet this rising interest. You may need to work a bit harder to establish relationships with retail outlets and venues to hand out poppies. I am working on new materials and promotional pieces to enhance your distribution. VFW leaders have broadened the use of the Post Relief Fund dollars to give your Posts greater latitude in the use of these funds.

Please know that we in the [VFW Programs Department](#) (Ph: 816-968-1155) stand ready to help you in any way we can. Thank you for your commitment to the VFW "Buddy"® Poppy Program.

**Revised September, 2015**





## BUDDY POPPY ORDER

VETERANS of FOREIGN WARS  
of the  
UNITED STATES  
DEPARTMENT OF NEW YORK

WEAR  
A  
V.F.W.

"BUDDY  
POPPY"

69 Sand Creek Road, Albany, New York 12205

Tel: (518) 463-7427

Fax: (518) 426-8904

Post # \_\_\_\_\_

Check # \_\_\_\_\_  
HQ USE ONLY

Date Rec. \_\_\_\_\_

Processed By: \_\_\_\_\_

\*\*\* IMPORTANT \*\*\*

Read All Instructions

VETERANS DAY  
MEMORIAL DAY

ORDERS REQUIRED AT DEPT. HEADQUARTERS  
**NO LATER THAN 45 DAYS** PRIOR TO YOUR SALE!

\_\_\_\_\_ BUDDY POPPIES @ \$ 165.00 PER 1000.....\$ \_\_\_\_\_

NOTE: Poppies must be ordered in multiples of 500 poppies

### NOTICE

ALL OTHER POPPY SUPPLIES MUST BE ORDERED  
FROM THE EMBLEM & SUPPLY CATALOG  
DIRECT TO NATIONAL HEADQUARTERS IN KANSAS CITY, MO. 6411

TOTAL: \$ \_\_\_\_\_

TO: \_\_\_\_\_  
(NAME) (Office Held in Post)

Street: \_\_\_\_\_

CITY: \_\_\_\_\_

### — IMPORTANT —

NO ORDER IS TO BE SENT TO NATIONAL HEADQUARTERS IN KANSAS CITY, MO.  
ORDERS CANNOT BE SHIPPED ON CONSIGNMENT, AND NO MERCHANDISE  
ORDERED AND DELIVERED IS RETURNABLE TO THE DEPARTMENT. ANY  
CLAIMS FOR SHORTAGES MUST BE MADE IN WRITING WITHIN TEN DAYS OF  
RECEIPT OF ORDER.

**FULL AMOUNT MUST BE PAID WITH ORDER!**

NOTE: This order must be signed by the Post Commander, Auxiliary President or Chairman!

Signature of Commander, President or Chairman: \_\_\_\_\_

# **BUDDY POPPY ORDERS**

**!!! NOTICE NOTICE NOTICE !!!**

**To All Commanders and Quartermasters**

**Subject: Buddy Poppy Orders**

- 1. If you are ordering poppies for MEMORIAL DAY please make sure the order is in before March 15, otherwise there is no guarantee you will receive poppies in time for your activity because it may take 4 to 6 weeks for delivery.**
- 2. If you are ordering poppies for VETERANS DAY please make sure the order is placed before SEPTEMBER 15.**
- 3. Fill out the ORDER FORM completely!**
- 4. Make your check out for the proper amount and if checks require two signatures be sure they are there.**  
**(if checks are filled out in error the entire order will be returned drastically delaying your delivery date)**
- 5. Poppies cannot be shipped to a P.O. Box.**

The State Headquarters does not stock poppies for shipment. All poppies are shipped from various V.A. Hospitals throughout the United States. All orders MUST be processed thru State Headquarters!







# **“BUDDY”<sup>®</sup> POPPY CHAIRMAN’S MANUAL**

 **VFW**  
VETERANS OF FOREIGN WARS.



# "Buddy" Poppy Chairman's Manual



## A BRIEF HISTORY

Since 1922, the "Buddy"® Poppy has been an integral part of the VFW community. As VFW's official memorial flower, the Poppy represents the blood shed by American service members. It reiterates the VFW will not forget their sacrifices.

The Poppy movement was inspired by Canadian Army Col. John McCrae's famous poem, "In Flanders Fields." Poppies were originally distributed by the Franco-American Children's League to benefit children in the devastated areas of France and Belgium following WWI.

In 1922, VFW conducted a campaign and got Poppies from France. Members soon discovered it took too long to get the flowers in from France and they came up with a better idea. Disabled, hospitalized and aging veterans could make the paper flowers and ship them out to the members for distribution.

And so it was known, for veterans in VA hospitals and domiciliaries and in state veterans' homes, every day would be VFW "Buddy"® Poppy Day. These men and women assemble the Poppies, tie them in bunches of 10 and pack them in boxes of 500, 1,000 or 2,000 for shipment to the Posts and Auxiliaries. VFW pays the disabled veteran for the work. In most cases, this extra money provides additional income for the worker to pay for the little luxuries which make life more tolerable. Furthermore, Poppy assembly is often used as a therapy program to provide exercise for fingers and hands crippled by wounds, disease and the effects of old age. Another reason Poppies are so important is because all proceeds from distribution are used for veteran's welfare or for the well being of their needy dependents and the orphans of veterans. More than 2,300 children of veterans have been, or are being cared for in the VFW National Home in Eaton Rapids, Michigan, thanks to a portion of Poppy funds.

As your Post's Buddy Poppy Chairman, you need to build enthusiasm for this program. Reiterate to your fellow members the two-fold importance of Poppies. It's truly all about veterans helping veterans and living up to VFW's motto of "No One Does More for Veterans."

## Recognition is Important, Too!

It is only human nature to desire and appreciate recognition for a job well done. A word of praise often means more than any kind of financial reward - especially if it is done publicly. It is in recognition of these truths that special citation awards are made available through the VFW Department Headquarters or "Buddy"® Poppy Chairman. Check with them to determine the rules in effect in your Department. Don't overlook the faithful Post or Auxiliary member who goes on the streets each year to distribute Poppies. Recognize their efforts at Post or Auxiliary meetings.

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Planning ensures nothing will be left to chance and there will be plenty of Poppies for distribution. And the more enthusiasm you demonstrate, the greater your chances of inspiring others to help make this year's campaign a true success.

**Here are some important things to consider when preparing for your Buddy Poppy distribution:**

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- ✓ Plan on each volunteer distributing 200 Poppies. It sounds like a lot, but with the right placement in the community, 200 will go fast.
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Post name, Post number, city or state (including the shape of your state) may not be visible on display entries; failure to comply will result in disqualification.

Any use of non VFW trademarks or copyrighted material on your display must have prior approval from the trademark or copyright holder. These include but are not limited to names, logos, audio/visual graphics, images and/or props. The VFW and Buddy Poppy logo and name is authorized but use of any outside organization trademark or copyrighted material and/or logos must have prior approval through their respective organization.

### **Judging**

Judging of displays will be on the basis of effectiveness, purpose, clarity of theme, suitability, originality, beauty and number of Poppies used. Where a sample of a large number of identical items (such as corsages or wreaths) is entered, full credit shall be given for the total number of Poppies used.

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**Recipients:** Department Commander & Auxiliary President.

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**Recipients:** Department Buddy Poppy Chairmen and their Auxiliary counterpart.

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## **Outstanding Post Commander & Auxiliary President's Award**

**Recipients:** Post Commander & Auxiliary President.

**Criteria:** A national certificate will be issued to one Post and one Auxiliary in each Department that has the best Buddy Poppy Promotional/Public Awareness Program in their respective Departments. Each Department Buddy Poppy Chairman should submit to the National Programs Director the name of the outstanding Post and Auxiliary in his/her Department. A certificate honoring the Department winners will be prepared and mailed to the respective Department Headquarters for proper presentation to the winning Post Commander and Auxiliary President.

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## **FINAL THOUGHTS**

Aside from the Cross of Malta, the Buddy Poppy is the most visible symbol of our great organization. We have ample evidence that the public interest in our Buddy

Poppies is increasing particularly around Memorial and Veterans Day. As chairman and as the director of the Buddy Poppy Program, you and I must be creative to meet this rising interest. You may need to work a bit harder to establish relationships with retail outlets and venues to hand out poppies. I am working on new materials and promotional pieces to enhance your distribution. VFW leaders have broadened the use of the Post Relief Fund dollars to give your Posts greater latitude in the use of these funds.

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