

VETERANS OF FOREIGN WARS AUXILIARY  
DEPARTMENT OF CONNECTICUT

“BUDDY” POPPY & VFW NATIONAL HOME PROGRAM

BULLETIN #5 – SEPTEMBER 2024

“BUDDY” POPPY DISTRIBUTION TIPS

The VFW’s official memorial flower, the Poppy, represents the blood shed by American service members and reminds us that we will not forget their sacrifices. The first Poppy distribution was conducted before Memorial Day in 1922 and has since raised millions for the welfare of veterans and their dependents. “Buddy” Poppy drives can be held any time during the year but are most popular before Veterans Day and Memorial Day.

PLAN A CAMPAIGN

- Contact your VFW Post to order Poppies. Two options available – the traditional “Buddy” Poppy or the new metal “Buddy” Poppy.
- Talk to your VFW Post about a joint drive and splitting the proceeds.
- Contact local officials regarding required permits, if necessary.
- Get permission from distribution locations – store managers, owners
- Advertise the distribution - time, day, locations of distribution event.
- Request assistance from youth, school groups, Scouts, Young Marines.
- Volunteers should wear Auxiliary/VFW branded clothing to connect the distribution to the organization.
- Remind volunteers they are NOT SELLING “Buddy” poppies, but DISTRIBUTING them for donations.
- Never refuse someone a “Buddy” Poppy because they are unable to donate.
- Refer to VFW’s “Buddy” Poppy Chairman’s Guide located in MALTA Member Resources, for further assistance.

*“From Our Roots to Our Branches. Extending Service to Our Veterans”*

*“Never Forget the Difference You Make”*

Virginia Livernoche

“Buddy” Poppy & VFW National Home, Chairman, Dept. of CT