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**“Buddy”® Poppy & VFW National Home Program  
Department of Maryland  
September 2024**

**Program Goals**

*“Buddy”® Poppy Education/Outreach  
National “Buddy”® Poppy Display Contest  
VFW National Home Education and Community Outreach*

**Soon, Fall will be in the air!** With the feeling of crisp air comes cooler temperatures. A “special” little red flower will add a perfect touch to all the beautiful fall colors around us. Now is a good time of year to schedule your “Buddy”® Poppy drive. Decorate your table with a beautiful fall centerpiece assembled with poppies. Raffle the centerpiece, with the proceeds deposited into your relief fund to support our veterans. The beautifully colored centerpiece will bring attention to your table. The more creative we are with our mighty flower, the more we will bring awareness to our mission. Since 1914, the VFW Auxiliary has united Americans from all walks of life with a common purpose: to improve the lives of veterans, active-duty service members and their families, and our communities. One single red mighty flower represents our **“Unwavering Support for Uncommon Heroes”®**

**The Strength of a Mighty Little Flower**

For 100 years the “Buddy”® Poppy has been the official memorial flower for the Veterans of Foreign Wars. In February 1924, the VFW registered the name “Buddy”® Poppy with the U.S. Patent Office. A certificate was issued on May 20, 1924, granting our organization all trademark rights in the name of “Buddy” under the classification of artificial flowers. No other organization, firm, or individual can legally use the name Buddy Poppy. There are many ways to use the “Buddy”® Poppy in our Programs and to show support to our military and veterans.

**Ways to use your “Buddy”® Poppies in every National Program**

**Americanism**—Incorporate “Buddy”® Poppies with your MIA POW Ceremony on September 20th

**Auxiliary Outreach**—“Buddy” Up with Fall Festival Events in your community.

**Historian/Media Relations**—Write a social media post about the “Buddy”® Poppy.

**Hospital**—Include a “Buddy”® Poppy with all your gift in kind donations to hospitalized Veterans.

**Legislative**—Write MORE letters to your local government representatives and include a “Buddy”® Poppy.

**Membership**— Include a “Buddy”® Poppy with your renewal letters

**Scholarships**—Send a letter to your local PTA and School counselors explaining our youth scholarships. Include a Poppy.

**Veterans & Family Support**—Recognize your Gold Star Mothers on September 29th with a card and include a “Buddy”® Poppy.

**Youth Activities**—Purchase books for Patriotism through Literacy and include “Buddy”® Poppies when you deliver to your local schools. Did you know there is a book called “The Poppy Lady” for reading ages 7 to 10.





## Are you a Life Member of the VFW National Home?

Becoming a Life Member of the VFW National Home will help support our military and veteran families in their time of need. Does your Auxiliary promote the Life Membership program for our National Home?

Ways Auxiliaries can support the VFW National Home Life Membership program:

- Recognize faithful volunteers in your Auxiliary by purchasing a Life Membership for them.
- Raffle a Life Membership. Any profits from the sale of tickets will go into your relief fund that can be used to donate to the National Home.
- Great item for a raffle ticket auction.
- Promote in your Post/Auxiliary newsletters.
- Educate your community about the Life Membership program.

There are two types of membership:

- 1) VFW and VFW Auxiliary members and organizations are eligible to become Life Members. Life Members may vote for the Trustees who represent their National Home District and approve any proposed changes to the bylaws and articles of incorporation.
- 2) Any individual or organization wishing to support the National Home's mission can become an Associate Life Member. Associate Life Members do not have voting privileges.

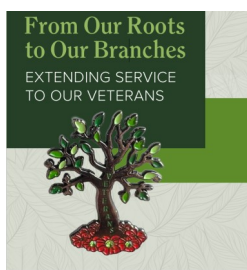
The cost of becoming a Life Member is a one-time fee of \$50 and includes a membership card and a Life Member pin. Life Memberships can be purchased by Check, Visa, MasterCard or Discover Card.

Visit <https://www.vfwnationalhome.org/membership> for:

- More information
- Life Membership application
- To purchase a Life Membership

The VFW National Home is excited to announce the Centennial Life Membership program has begun. It will run from April 1, 2024, and end December 31, 2025, in honor of our 100th anniversary. For just \$100, you can become a Centennial Life Member of the National Home. [Centennial Membership - VFW National Home](#)

Please note: The National Home does not share a roster with the VFW National Headquarters. In the event of a Life Member's passing, or a change of address, please contact the National Home directly so that the proper updates can be made.



We are **“Setting Sail on Our Veterans and their Families as we continue  
“From our Roots to Our Branches Extend Service to our Veterans”**



# **Buddy”® Poppy & VFW National Home Program Awards**

## Awards for Auxiliaries

1. Most outstanding activity and/or event using the VFW “Buddy” ® Poppy to educate their community about the VFW “Buddy”® Poppy.

- Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions that hosts the most outstanding activity and/or event using the VFW “Buddy” ® Poppy to educate their community about the VFW “Buddy” ® Poppy.

2. Most outstanding activity and/or event to recognize and celebrate the VFW National Home’s 100th Birthday.

- Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions that hosts the most outstanding activity and/or event to recognize and celebrate the VFW National Home’s 100th Birthday.

Entry forms required for each award and available in MALTA Member Resources. VFW Auxiliaries must send the required entry forms to their Department “Buddy” ® Poppy & VFW National Home Chairman by March 31, 2025 for judging. The Department “Buddy” ® Poppy & VFW National Home Chairman must sign and send a copy of the completed Department-winning entry forms to the National “Buddy” ® Poppy & VFW National Home Ambassador by April 30, 2025 for judging.

Citations will be mailed directly to the winning VFW Auxiliaries from National Headquarters and money will be deposited into the winning VFW Auxiliary account after the 2025 VFW Auxiliary National Convention.

