



American Legion Auxiliary

*A Community of Volunteers Serving Veterans,
Military, and their Families*

TO: National Executive Committee Members, National Officers, National Chairmen, Past National Presidents

CC: Dept Presidents; Dept Secretaries, NHQ Staff; National Committee Members

From: Kelly Circle, Executive Director

Re: **Weekly Briefing 04-09-2021**

The National Poppy Day Activation Plan 2021 is “revving up!” (Get it? Indy 500 weekend?) 😊

Our goals are to:

1. Elevate and educate – grow public awareness about what it means to participate in National Poppy Day
2. Work collaboratively – deliver a unified effort that showcase The American Legion Family
3. Garner media attention and support – both at a national and local level, as well as grassroots involvement to grow support and build membership
4. Raise money – through donations and Poppy sales through Emblem Sales

Post and Unit Toolkits to aid in local media outreach are posted on the Poppy Day website www.poppydayusa.org for everyone to have easy access and be able to utilize these tools in your local community!

On the national level, we will be using email, web and magazine coverage to promote awareness of what Poppy Day means and why we recognize it. You can do the same via your own social media platforms, community newsletters, etc. Help get the word out to members and non-members!

President Clapp and Commander Oxford will also be participating in a Satellite Media Tour focused on National Poppy Day. This will occur the week of May 17th and include a radio press release, a video press release, and at least 25 live interviews across the country.

What can we use Poppy Funds for? The link below is a sneak preview of the PSA from National President Nicole on how we can help alleviate food insecurity among our armed forces:

<https://youtu.be/UiYUcqlkpSg>

Did you see The American Legion Indy car reveal yesterday?

<https://motorsports.nbcsports.com/2021/04/08/jimmie-johnson-tony-kanaan-paint-scheme-indy-500/>



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If you missed the video teasers leading up to the unveiling, they are listed below. Watch in order and know they are racers, not actors! They are pretty cute though.



<https://twitter.com/i/status/1379536430779760646>

<https://twitter.com/i/status/1379899452727685129>

<https://twitter.com/i/status/1380162189064028160>

We are very excited to see The American Legion take this unprecedented step to reach out to racing fans, a new audience for us. We hope to inspire people to join The Legion Family or donate their time and money to help veterans, military, and their families. Remember, a rising tide lifts all boats- when veterans join The Legion, their families can join the ALA or the SAL!

There are no Red Book updates this week.