

"BUDDY" POPPY

HELPS FOR THE PROMOTION WORKER

HISTORY OF THE "BUDDY" POPPY:

The Veterans of Foreign Wars sold Poppies for the first time on a nation-wide scale in May, 1922. Later the "Buddy" Poppy was originated and registered by the V.F.W.

FROM EVERY 1,000 POPPIES PROMOTED:

- 145.00 is used to help needy veterans and their families through the Post relief fund.
- 55.00 goes to provide counseling and assistance to disabled veterans in getting the benefits provided by law.
- 10.00 goes to support the V.F.W. National Home.
- 10.00 is paid to the hospitalized or disabled veterans who assemble the Poppy.
- 15.00 covers the cost of material, promotion, postage, freight and other costs.

NOTE: The above is based at the rate of .24 per poppy. When more than \$.24 is paid by the public for each Poppy, the Post and Auxiliary get the additional amount. This can only be used through Relief Fund.

SPECIAL INSTRUCTIONS FOR WORKERS:

1. Be cheerful and courteous.
2. Approach everybody; don't wait for them to come to you.
3. If the prospect says, "How much?" or "What is the price?", smile and reply, "Whatever you care to give."
4. If the prospect looks doubtful, follow up by saying, "It's for the benefit of the disabled veterans." When they donate for a Poppy, be sure to say, "Thank you."
5. Familiarize yourself with the breakdown listed above so that you will be able to answer the person's questions.
6. If you have been assigned to a corner, stay there as long as possible. If assigned some building entrance, stay there too, as long as possible. All are not employees and many of the public come and go throughout the day. If you run out of supplies, get word to your Post or Auxiliary Chairman and he or she will see that you get more Poppies. Stick to one spot. It pays. Please promote all of your Poppies.
7. Your name, address and coin can are recorded. If you wish to know how much your can or cans contain, your Poppy Chairman will give you this information.
8. At the end of the promotion day, return your coin can to your Chairman and obtain a receipt for it.

APPRECIATION FOR YOUR HELP:

We want you to know that we appreciate your help in working the Poppy Program. Your Contribution and service mean much to your disabled veterans and their families.

IF YOU HAVE SOLD 300 OR MORE POPPIES, BE SURE THAT YOUR POPPY CHAIRMAN APPLIES FOR A SILVER OR GOLD FINISH AWARD FOR YOU.