

# Poppy Poster Contest (Tips to Engage)



**Use Social Media:** There are numerous graphics & example Posters on the ALA website. Use Social Media to engage with parents about the Poppy Poster contest.

Post your flyers and graphics on Community Bulletin Boards and be sure to provide a direct way for parents to connect with you.

**Plan an Event:** Pick a date for submissions to be turned in and make an event out of it. Let parents know that the Posters will be displayed that day for the public to view. If you're able offer a simple free meal or treats during the viewing.

Make sure to have information on hand about other programs such as Girls State and Junior Membership.

**Make Connections:** Get in touch with schools and art teachers. Provide them with flyers and information about the Poppy Poster Contest. Check school website directories and send emails and make calls. Sometimes it just takes the right person to ensure this becomes an annual activity that grows year over year.

**Use your Website:** Ask your webmaster to create a page about the Poppy Poster Contest for the website. Provide the basic information and also ways for parents, teachers, and program directors to contact you. Provide them with links to the National website and also flyers and the rules documentation.

Find all the info on the National Website at:

<https://www.legion-aux.org/national-poppy-poster-contest>

Be sure to follow Department and National on Social Media for ideas and shareworthy content.