

Buddy ® Poppy

July 2026

A BRIEF HISTORY Since 1922, the “Buddy”® Poppy has been an integral part of the VFW community. As VFW’s official memorial flower, the Poppy represents the blood shed by American service members. It reiterates that the VFW will not forget their sacrifices.

Aside from the Cross of Malta, the Buddy Poppy is the most visible symbol of our great organization. We have ample evidence that the public interest in our Buddy Poppies is increasing particularly around Memorial and Veterans Day.

ANNIVERSARY BUDDY POPPIES Special poppies are now available to Posts celebrating their 25th, 50th and 75th anniversary. The poppies are the same design as traditional poppies but come in silver for the 25th anniversary Post, gold for the 50th anniversary Post and diamond (iridescent white) for the 75th anniversary Post. These poppies can be ordered along with the regular poppies prior to and during your anniversary year. They should be distributed and used in displays just like normal poppies.

Buddy Poppy distribution:

Planning ensures nothing will be left to chance, and there will be plenty of Poppies for distribution. And the more enthusiasm you demonstrate, the greater your chances of inspiring others to help make this year’s campaign a true success.

Here are some important things to consider when preparing for your Buddy Poppy distribution:

Identify potential volunteers within your Post and Auxiliary and gather them together for an informational meeting explaining the purpose of the Buddy Poppy campaign.

Plan on each volunteer distributing 200 Poppies. It sounds like a lot, but with the right placement in the community, 200 will go fast.

Choose distribution dates. Memorial Day and Veterans Day are always a popular time, but any time is a good time to distribute this memorial flower.

NATIONAL BUDDY POPPY CONTEST A Buddy Poppy Display Contest will be held at the National Convention. Rules have been designed to put emphasis on the purpose and effectiveness of the displays. It is suggested that Department Contest rules be set up in conformance with this outline.

Category 1. Public Promotion of Poppy Campaign

Category 2. Memorial or Inspirational Displays

Category 3. Artistic or Decorative Use of Poppies

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