



RBL Poppy Appeal Manager – Isle of Wight

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To whom it may concern

I hope this correspondence finds you well. My name is Claire Apsey, and I am the Royal British Legion's (RBL) Poppy Appeal Manager – Isle of Wight. This is a new role and I co-ordinate the Poppy Appeal, here on the island.

The Poppy Appeal is a significant annual campaign run by The Royal British Legion to support veterans, serving members of the Armed Forces, and their families.

As part of my role, I co-ordinate all the Poppy Appeal Organisers on the island as well as liaising with organisations and businesses to support the RBL Poppy Appeal throughout the year.

The funds raised during the Poppy Appeal go directly towards providing vital services such as welfare, rehabilitation, and financial support to our Armed Forces community, in their time of need.

Ways that your members can help make a real difference are:

Volunteering - Time is the greatest gift. . . .

By volunteering your time, you can play a vital role in supporting the Poppy Appeal. There are many ways to get involved, whether it's assisting with preparations such as labelling collection tins, assembling poppy boxes, or helping with the distribution of tins and poppies to various locations. Additionally, you can make a big impact by manning stalls in high-traffic areas like supermarkets, street collections as well as attending events to raise awareness and funds for this important cause.

We are also looking for new Poppy Appeal Organisers which are skills-based volunteering roles (marketing, logistics, design,) to run and assist running the Appeal in different locations across the island, this role, organises volunteers to be at locations to collect, arranges for volunteers to be at manned stands, order stock for the Appeal, and arrange for volunteers to count the money, and complete the relevant paperwork for the area.

Fundraising

We are always looking for new ways to fundraise throughout the year, and this year as well as the Poppy Appeal in November we are planning a concert, A Poppy Run, and

supporting local events. I would love your ideas too, It may be that your organisation is able to plan an event in aid of the Poppy Appeal. I can support your event and provide branding, and we can help advertise any event through social media

I would love the opportunity to collaborate with your organisation on the Poppy Appeal. You can support a meaningful cause while also raising awareness of your organisation within the local community. Together, we can make a positive impact and demonstrate a united support for our Armed Forces community.

I would be happy to discuss this opportunity with you in more detail, or if possible, to come and give a talk to your members about the work of the Poppy Appeal, as well to discuss how they could help and support the RBL Poppy Appeal throughout the year.

I work 7 hours a week for the RBL Poppy Appeal, so emails and voicemails may have a slight delay in replying to any messages.

Thank you for considering this request. Your support would mean a great deal to us and the people we serve.

With kindest regards

Claire Apsey

RBL Poppy Appeal Manager – Isle of Wight

Patron: His Majesty the King

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