

PA FBLA

Membership Incentive

RAISING THE BAR

Is your local chapter low on members?

Then Step Up Your Game & Start Recruiting!

**This program provides members & chapters
rewards for increasing their membership**

Take the 1st Step!



Start Recruiting Now!

Membership Madness

Membership Mania

Individual Member Incentive



MEMBERSHIP MADNESS & MEMBERSHIP MANIA is a National FBLA program that was brought to Pennsylvania as a way to recruit new members. This year the state officers of 2011-2012 and the members of PA FBLA will continue to strive to increase membership and reach a goal of **13,500 high school members**.

As an active member your goal should be to recruit as many new student members to join FBLA as you can. Members who recruit 5 or more students may submit the **Membership Madness** criteria and will receive a certificate recognizing their achievement. Members who recruit 10 or more students may submit the **Membership Mania** criteria and will receive a certificate recognizing their achievement. The **Top 10** members and chapters recruiting the most members will be recognized on stage at the State Leadership Conference.

(Note: Your participation in this project does not qualify you for the SLC.

If not attending the SLC in another competitive event capacity, certificates will be mailed to you.)

This is also a national FBLA program as well, and it is simple yet extremely rewarding. All those who choose to participate must only fill out **ONE** form and send copies to both **PA FBLA** and **National FBLA**.

To Participate:

Go to the adviser's need to go to the National FBLA website – www.fbla-pbl.org and login under the Adviser Login Area. Once logged in, click on the FBLA-PBL Membership Madness and Mania Awards link. Select either Membership Madness or Membership Mania and complete the online form.

Print a copy of the completed Online National form to submit for the PA FBLA Membership Madness & Mania awards (if you wish to compete for the most members recruited in PENNSYLVANIA you may need to include more than the allotted number of members on the National form. To do this simply include a typed sheet with additional member names and submit along w/ the printed online National form. **DEADLINE FOR PA FBLA MEMBERSHIP MADNESS & MANIA SUBMISSION – MARCH 1, 2012**

To participate in the National program, simply click SUBMIT on the online form. **DEADLINE FOR NATIONAL FBLA MEMBERSHIP MADNESS & MANIA SUBMISSION – APRIL 1, 2012**

For PA FBLA Membership Madness & Mania

Please send forms to:

Ms. Caitlin Muldowney
PA FBLA Reporter
Pine Grove Area High School
101 School Street
Pine Grove, PA 1796



Chapter Incentive SLC Member-At-Large

What is a Member-at-Large?

A member-at-large is an additional member from your chapter who has not otherwise qualified to attend the SLC. Any member in your local chapter is eligible to be a member-at-large.

To Participate:

As a chapter you can raise the bar in your membership recruitment and as a reward bring an additional deserving member to the State Leadership Conference (SLC).

In continuing with an established program, the 2011-2012 PA FBLA year will once again include the SLC Member-at-Large program. Each chapter that increases its membership, based on the table below, will be eligible to bring **ONE** (or maybe even TWO) member-at-large to the 2012 State Leadership Conference.

In order to be eligible for the Member-at-Large program your chapter MUST have been active in the 2010-2011 school year.

2010-2011 Membership was:	Increase 2011-12 chapter membership by the following to be eligible for member-at-large	Number of members eligible to attend the SLC as Member-at-Large
1-25	3	1
26-50	5	1
51-75	7	1
76-100	9	1
101-150	10	2
151- and higher	15	2

To qualify to become a Member-at-Large you must:

- 1) Increase your chapter membership based on the table above.
- 2) Complete the member-at large application found in this packet and submit by January 20, 2012 to:

Miss Kristi Ryland
PA FBLA State Adviser
18 East Maple Avenue
Myerstown, PA 17067

Forms MUST BE Received by January 20, 2012 to qualify

Information on the applications will be verified and chapters informed of their eligibility.

**If you have questions about the member-at-large incentive,
please contact Kristi Ryland, PA FBLA State Adviser**

Email: kryland@pafbla.us

Application for Member-At-Large

Member's Name: _____ Grade: _____

School Name: _____

School Address: _____

City: _____ Zip: _____

Adviser's Name: _____

Adviser's E-mail: _____

In the space provided below (or attach a separate piece of paper), explain in 50-100 words why you chose the member listed on this application to be your SLC Member-at-Large. In addition, you must complete the chapter membership information section.

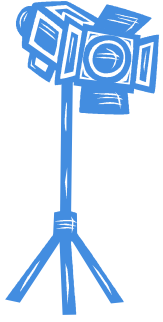
CHAPTER MEMBERSHIP INFORMATION:

2010 – 2011 Dues Paid Chapter Membership Total: _____

2011 – 2012 Dues Paid Chapter Membership Total: _____

% Increase in Dues Paying Chapter Members: _____





Middle Level Membership Incentive Spotlighting Success

What is Spotlighting Success?

The 2011-2012 State Officer team set a Middle-Level Membership Goal of 500 members. In an effort to recognize our Middle Level Chapters for their membership recruitment efforts, a Middle-Level component has been added to the Membership Recruitment Plan of Work. This includes:

- 1) Top 3 Middle-Level chapters in membership totals will receive a “Spotlight” article in the final 2011-2012 edition of the Penn Pal. This article will focus on the chapter, its members and their accomplishments for the year. ***This article will also be submitted to the National FBLA Communications Manager to be placed in Tomorrow’s Business Leader or on the national website.***
- 2) Top 5 Middle-Level chapters in membership totals will receive certificate of recognition for their membership recruitment efforts and will be recognized during the Business Session of the 2012 State Leadership Conference.
****This incentive does not qualify Middle-Level Chapter members to attend the SLC. The recognition award will be presented to the High School chapter affiliate.***

To Participate:

RECRUIT...RECRUIT...RECRUIT! It’s as easy as that. Recruit members and submit membership data and dues by January 31, 2012!

After the deadline, a member of the PA FBLA State Management team will verify membership numbers with Mr. Bruce Boncal and determine the Top 3 Middle-Level Chapters for membership. The adviser of that chapter will then be contacted by Miss Caitlin Muldowney, PA FBLA State Reporter, who will acquire the necessary information to complete the Spotlight Article.

The Top 5 Middle-Level Chapters will be mailed a letter and certificate in recognition of a successful 2011-2012 membership recruitment drive.

Questions?

Please Contact:
Miss Kristi Ryland
PA FBLA State Adviser
kryland@pafbla.us



Regional Incentive SLC Special Seating

What is SLC Special Seating?

In order to recognize those regions that work hard together to increase their membership, the incentive available at the **Regional Level** is assigned special seating near the front of the Great American Hall behind the reserved seating section at the State Leadership Conference.

In order to be eligible for the special seating, a region must increase its membership by **10%** or more.

All regions that increase their membership will be placed in descending order by their percentage increase.

The region that increases its membership by the highest percentage will be seating in the first section, behind the reserved section in the Great American Hall for the Awards of Excellence Program at the State Leadership Conference.

To Participate:

Simply encourage membership recruitment within your school and your region!

Questions?

Please Contact:
Miss Kristi Ryland, PA FBLA State Adviser
kryland@pafbla.us

