

FBLAction Packet

A collection of ideas to help your chapter



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Membership Recruitment and Retention

Activity Fair

If your school hosts an activity fair or club day, set up a table and promote FBLA! New students can receive information about why they should join the organization. You also have the opportunity to talk about what FBLA means to you.

Membership Kick-Off Social

Host a school-wide social before your first FBLA meeting during which old members and prospective members can enjoy pizza or other snacks. During this time, you can casually engage the prospective members in conversation regarding FBLA. This helps them feel connected and part of the chapter before even joining.

It's Fun To Be In F-B-L-A

To try a creative marketing strategy, consider writing an FBLA recruitment speech to the tune of a famous song, such as the YMCA song. Your officer team can record themselves singing the song and play it during business classes.

Junior High Recruitment

Start your FBLA recruitment early by making FBLA aware to students who are still in junior high. Volunteers from your FBLA chapter can visit each junior high school for about one hour, tell them what FBLA is, and then play a couple of ice breakers. If the junior high has an orientation for high school, consider setting up a booth or passing out flyers at the event in order to help promote FBLA.

Recruitment Week

Hold a recruitment week during the first week of school! This week can consist of locker signs, announcements, and ice cream parties. For the upcoming freshman, you can put signs on the lockers that have a clever saying about FBLA. Additionally, make announcements every day during the week, changing up the announcements to vary your target audience and mix it up a bit. End the recruitment week with your very first meeting!

FBLA Obstacle Course

Hold an FBLA-themed obstacle course to get members excited about FBLA! Each obstacle in the obstacle course can represent an aspect of FBLA. For example, first, you can have members dress up in the business attire of the opposite gender to explain how to dress for conferences. Then, have them scooter down the sidewalk to signify the numerous travel excursions. To go along with the Go Green Project, have members crumple up paper and throw it into recycle bins. And finally, to show FBLA's love for food (Who doesn't love food?) have members stuff marshmallows in their mouth and try to say "FBLA Rocks!" The fun atmosphere of the first meeting helps attract new members and keeps the old ones coming back for more.

FBLA Kickoff Recruitment Party

To lure in new members, you must use ideas and products that will attract them. In a small school, where everyone knows everyone, a great way to bring in new members is to offer something that everyone enjoys: a pizza party! One day after school at the beginning of the year, host a huge kickoff party where anyone, even those who know nothing about FBLA, can attend. At this party, serve food and allow everyone to chat. In this informal setting, give an overview of what FBLA has to offer and how each person can benefit from the program.

Operation Freshman Class

When recruiting, it's important to target the incoming freshman class. Write letters to freshmen who you think would benefit from FBLA, make signs for freshmen, and give classroom presentations.

Membership Recruitment Requirement

Require each officer to recruit a minimum of five new members. This guarantees an increase in new membership as the officers will be actively seeking out people and talking about FBLA.

Footprints

Use a theme like "Taking the Next Step in Building your Future" for your FBLA chapter. Then, design footprints with FBLA information that encourage students to come to an informational FBLA meeting. The footprints can be placed around campus and are both eye-catching and informative.

Bulletin Board

Put a bulletin board up in a business classroom where students can continually see what other FBLA members have achieved. This is an excellent way to showcase Business Achievement Award recipients and other members' projects. This provides an avenue through which students who have worked with FBLA projects can mentor new students working with those same projects. This also provides a positive public relations tool to give members ideas of what they can get involved with to be an active member.

Meeting Lines

Once in a while, make everyone wait outside of the meeting room in lines. A bunch of people will have no idea what the line is for, but will wait in it, figuring that it must be for something really good. It's a great way to get people to learn more about FBLA!

Classroom Presentations

Chapter officers go into the freshman and sophomore classes in a specific department and give a short speech on why the students should join FBLA. This is a good way to give a personalized description of all that FBLA offers.

Universal Brochure

Create brochures that promote FBLA in a professional way. Upon creation, email a copy of the brochure to the FBLA chapter adviser so that he or she can distribute copies of the brochure throughout the school year. In the brochure, be sure to talk about membership benefits such as traveling and competing as well as how to join.

Fundraisers

Fall Concessions

FBLA members operate the football, volleyball, and other sports' concession stands during the fall sports season. This is an excellent project as students order items, maintain an inventory, and chart profits. It is also an excellent opportunity for many members to participate.

Hot Chocolate Sales

Members sell hot chocolate every morning before classes for 25 minutes. It is a good fundraiser, especially for the cold winter days.

Business Sponsors

Local chapter businesses are great potential sponsors. Chapters can design different partnership levels (suggested 4 levels: Future, Business, Leader, America) and have one "platinum partner" for a company that contributes the most to the chapter. Different businesses select different partnership levels and the chapter promotes them accordingly, depending on their level of sponsorship (ex. announcing partnerships in e-mails to parents/members, featuring Leader and America sponsors on chapter T-Shirt, etc.). This activity has the potential to raise thousands of dollars every year.

FBLA Snack Time

Some schools have designated "Snack Times" throughout the day. At these schools, having an FBLA-run snack stand to provide snacks, juice, milk, and water to students can serve as a useful fundraising tool. FBLA members can turn the snack stand into a fun marketing experience and compete to see which member can sell the most (it is easier to count the items than add the actual dollar amounts).

(Color) Pride Cards

Local chapter officers compile a card that consists of about 50+ coupons from local businesses around town. The coupons are reusable and can be used as many times as one wants for one year. Local members may be required to sell 5 of these cards for \$5 each and rewarded with \$2 towards conference expenses for every extra card they sell. A suggested name for the cards is "Blue Pride Cards" (replace "Blue" with your primary school color), or invent your own catchy name for your local chapter's cards.

The Grinch Project

In December of each year, local chapter officers take 2-3 large Grinch posters that say "You have been Grinched" with the FBLA chapter logo on it to local businesses. The posters are then hung in a window near the entrance of the business. Once a business has been "Grinched," they need to pay \$10 to have it removed and for \$15 we will take it to another business of their choice. This is a fun way to interact with local businesses while asking for small donations that add up (and most businesses are willing to donate, especially privately-owned "small-town" businesses). To move each Grinch as much as possible, it is suggested to continue this project up to our last day of school before Christmas.

Adopt An Athlete

Many students participate in sports. The FBLA chapter makes a list of all the athletes in the school, and at the first home game of every sport, sets up a booth for community members to "Adopt an Athlete." The parents, teachers, or fans pay just \$15.00 and get to choose any athlete they wish. The chapter provides them a button with the athlete's picture and a schedule of their games. Tailor the activity name to your school mascot (ex. "Adopt a Spartan," "Adopt a Cougar," "Adopt a Mustang"). This is a great way to give FBLA publicity to the community and raise funds for your local chapter.

Entertainment Coupon Book Drive

A nationally well-known fundraiser is the Entertainment Coupon Book Drive. Every member is encouraged to sell three books, which are full of coupons for local grocery stores, restaurants, and retail stores. The books are sold to family and friends for \$30, and the Entertainment company gives half (\$15 per book) back to the chapter. Successful Entertainment Coupon Book Drives have raised over \$8,000 in the past. The money can cover the cost of the State and National Leadership Conferences.

Back To School Dance

FBLA hosts a back to school dance during the first or second week of school. To save money, have one of the local officers serve as DJ and use minimal decorations. It's very cheap but still looks nice. This can be used as a fundraiser, or the proceeds can be donated to the March of Dimes. It also helps advertise FBLA to new members.

Data Match

Around Valentine's Day, FBLA sponsors a fun Data Match questionnaire. Based on the answers to the questions, students are matched by computer with other students of the opposite sex with whom they are most compatible. The printouts are sold to students for only a dollar. In the past, the proceeds from this activity have been given to the March of Dimes.

Burger Bashes

Twin River FBLA has had great success in hosting Burger Bashes to raise money for the March of Dimes. Many local grocery store owners and food vendors are willing to provide food items at low costs or donate food for free after speaking to them about the important work performed by the March of Dimes. The Burger Bashes are a great opportunity to educate the public about the March of Dimes. Once a month, chapters can host a Breakfast for Babies during which muffins and juice are sold before school to students, staff, and administration. This provides another means of educating others about the March of Dimes and brings in money in support of chapter projects (Go Green, Government Awareness, etc).

Fund Fun

To encourage fundraising, FBLA can have an end-of-the-year party for members who raised a certain amount of money. There can also be plaques for the top three "fundraisers-of-the-year."

Pin the Principals!

After meeting with a couple of administrators or teachers and getting them to participate, strategically pick a few days at school to raise money. During lunch or some other traffic-heavy time, a few members of the chapter can walk around holding buckets with a principal or teacher's name on it. At the end of the allotted time, the teacher or principal whose bucket had the most money in it will get duct taped to a wall during lunch. This even is especially successful if it is well televised. Remember to write thank you notes to all the volunteer teachers and principals

Dodgeball Tournament

Hosting a dodgeball tournament and charging a participation fee is a low-cost way to increase awareness of FBLA and raise money in the process! Pass out sign-up sheets, reserve the school gyms, design the bracket, and let the teams play their hearts out.

Cupcakes

This fundraiser is usually held during the week that includes American Enterprise Day. Members who are low on points needed to attend the District and State Conferences bring in two dozen cupcakes each to the officers. The officers then take turns through periods and sell the cupcakes. A nice incentive to potential buyers is that some cupcakes have gold coins. Coins earn a soda to go along with the cupcake. All proceeds go to the chapter account or to the March of Dimes.

ACT/SAT Pizza Sale

If your school hosts the ACT or SAT: On the day of the test, sell hot, cheesy, delicious pizza on the exit steps of the testing center. People respond well and remember the name “FBLA” because: a) they just finished their ACTs or SATs, and b) pizza is an awesome sign of good will.

French Breakfast

Some FBLA chapters host a breakfast where they make crepes with strawberry sauce, French toast, and scrambled eggs with bacon. If publicized well, it can be one of your biggest fundraisers!

Rose Gram Fundraiser

Every year during Valentines Day, Lynbrook FBLA holds a rose gram fundraiser. Members sell pink and red roses for \$2.50 for one or \$12 for a dozen with a card and deliver these on Valentines Day. It's a great way to make money and also provide students with a convenient way to purchase something for their loved ones.

Socials

Alumni Day

Inviting a chapter's prominent alumni back to a meeting or weekend day might be a great way for current FBLA members to ask questions and garner a stronger understanding of the world outside the safety net of school. It's also a good way to keep a chapter's alumni involved in FBLA.

Annual Hayrack Ride

If you live in a rural community, then this social FBLA event is for you! Holding a hayrack ride is not only an out of the ordinary social activity but also an event that many members may find fun and interesting. One good idea is to start out with the hayrack ride, and then go back to the ranch for some competition, such as an egg toss. Don't forget- what night would be complete without pizza and pop?

Early Bird Ice Cream Social

An "Early Bird" Ice Cream Social is a great way to encourage members to get their dues in and to socialize with other FBLA members from their school. During the school year, your FBLA chapter could offer free ice cream in the school cafeteria to members who have paid their dues. A week later, your chapter could offer another one, the "2nd Chance Early Bird Ice Cream Social". These socials are a great way to combine gentle encouragement with fun socialization.

March Of Dimes Formal

During the year, your chapter could choose to host a March of Dimes formal dance for students at your high school. This dance is a great idea to get all of your peers back together for a fun night. Not only does this event provide fun for the students, but all of the proceeds go toward the March of Dimes Foundation. Your chapter can gain recognition on the state and national level as well!

Amazing Race: FBLA Style

Holding an FBLA Amazing Race would be an event for members to better get to know each other and possibly compete for a donation to a charity of their choice. If you've ever seen the show, the game is about the same. Have a couple pit stops through out the school where the last team to reach each pit stop is eliminated. In between each pit stop, there are competitions and detours that the team must complete before receiving a clue for the next pit stop. The first team of the final leg will win it all...the pride, the glory, the fame... oh, and a prize or two.

Member Induction

Holding a social at the beginning of the year that includes member induction/installation is a great way to "formally" induct members into FBLA and give new members a chance to network with officers. This should be held around October/November and can be very cheap if held in a person's house or in a park.

Pizza Bowling Night!

Your chapter could start off the year by having a social at the local bowling alley while eating pizza. This activity is a great start to the year and really helps to break the ice and start new friendships.

Publicize Facebook Group

Currently, there are under 1,500 FBLA members in the "National Future Business Leaders of America (FBLA)" group on Facebook. Seeing as there are about 250,000 FBLA members, this group could be much larger. Having members staying connected to FBLA throughout the year, and not just during conferences, can benefit everyone.

Community Service

Face Painting

At your homecoming football game, get FBLA members to paint faces for anyone who wants to show their team spirit. You can paint footballs, volleyballs, numbers, and the school name on faces of all ages. The little kids and even some big kids love it! The little kids from the opposing school tend to get into the action, too!

March Madness

Organize a school-wide badminton and pickleball tournament for all homerooms. Each homeroom is encouraged to field a team in the tournament. There is a \$20 entry fee for each homeroom. All entry fees are collected, and after the top two pickleball and badminton teams are determined, students are able to attend the competition. Students attending must pay \$1 to watch the event. FBLA provides medals to the winners and a pizza party to the winning team's homeroom. This event is held during the spring and is called March Madness. This successful event helps raise money for a worthy cause of your choice and builds school spirit.

Library Story time

Throughout the school year, volunteer your FBLA chapter to assist the local public library with its story hour. Each week, get members to participate by helping the librarian with the program for young readers.

Concert for Life

Have a concert that benefits the American Cancer Society. Ask various businesses and community members from around the area to donate either a silent auction or a raffle prize. Host this event for a few hours in the evening, and have local musicians play music. Through these few hours, your FBLA chapter will be able to raise a lot for a great cause!

Thanksgiving Food Drive Competition

Have your FBLA chapter do a Thanksgiving food drive. Put a twist on it to ensure that your food bank gets adequate food supplies by breaking up your chapter into teams and having a competition of who can collect the greatest amount of food. Then, give a list of mandatory items that each group has to collect in order to be eligible to win. All extra items are added onto to the total. The team with the most points wins a doughnut party.

Senior Citizens Prom

Involve your local nursing homes. Have a DJ and all of your FBLA chapter members come together dressed up like it is Prom night, dance with the elderly people, and even choose a king and queen.

H1N1 Christmas

Weighing the cost of healthcare and a sudden drop in the amount of net income in each family, put boxes in your classrooms for a course of 5 weeks, allowing students to put appropriate gifts inside the boxes. You can also visit your local churches and contact other schools to obtain a list of addresses of families in need. On Christmas Eve, go to these houses, leave a box of goods and gifts, and leave. No exclamation of gratitude needed.

Socktober

In October, have a competition with all the first period classes to see which class can collect the most scarves, mittens, socks and other warm clothing. Donate items to local food pantries.

Breakfast with Santa

Invite all the elementary students up to fifth grade in your community for a free Santa breakfast. Youngsters get a little treat bag put together by FBLA members, do crafts, play games, sing songs, visit with Santa, and have a cereal breakfast with some milk and juice.

Stand up for Kids

Stand Up For Kids helps kids on the street in cities improve their lives. If your chapter is interested, it is extremely easy and rewarding to help these kids out in your own towns. For more information visit <http://www.standupforkids.org/>

Sweetheart Raffle for March of Dimes

Around Valentine's Day (hence "Sweetheart Raffle") get your local chapter officers to go to local businesses and collect donations for raffle prizes, such as gift certificates. At a home basketball game, raffle these prizes off. This involves the community, and the money goes to support the March of Dimes.

Cell Phones for Soldiers

Get your FBLA chapter to create a new drop off box located in the high school office. Students can donate unused or unwanted cell phones. Phones will then be sent to the organization Cell Phones for Soldiers. It's a great way to support our troops!

Thanks for Giving Week

The Thanks for Giving week kicks off the week before Thanksgiving. The class with the most items donated wins a free Breakfast Burrito Bash the last day of school before Thanksgiving break. Members bring items that can be donated to the local food pantry and the Salvation Army. Each day has a different category of items to bring. For example: Macaroni Monday (pasta products), Toilet paper Tuesday (paper), Warm Wednesday (coats, gloves, etc.), Thirsty Thursday (drinks), and Free Will Friday.

FBLA Twelve Days of Christmas

Partner with another CTSO and do a month-long community service project aimed at giving back to less fortunate members of the community. Include events like ornament decorations and a joint Christmas party. This helps better the community and promotes FBLA while strengthening the bond between our local Career and Technical Student Organizations (CTSO)

Feed the Firemen

This is a pretty simple way to serve the men and women who serve your community on a daily basis. Just contact your local fire department and ask to host a lunch/dinner for their department. Either have food catered or have members bring different dishes. Members serve and entertain the fireman for about an hour or so in order to thank them for their community service.

Homestead National Monument of America

Partner up with the Homestead National Monument of America. Besides being able to be "nationally" involved, your chapter is able to provide a worthwhile service. Help the Monument with various tasks, including helping them with their annual Halloween party. Members also get the chance to learn more about their heritage while earning points toward their FBLA involvement.

Food Drive

Each member is required to bring 5 non-perishable food items to attend the state conference. Put advertisements in the paper, on television, and on the school website in an effort to get the community involved. Designate a drop off spot for people to drop-off food.

Be a Tutor!

Get the whole chapter to go to various local elementary schools to tutor kids that need further assistance on state standardized tests.

Volunteer Fun!

To encourage volunteering, FBLA could host a party at the end of a year for volunteers that did a certain amount of work/hours.

Senior Help Day

Go around to the local seniors and ask them if they would like your FBLA chapter to rake their yards or sweep their sidewalks. Your members gain fun bonding experience and even some new senior friends from this event.

Project Linus

Grab your FBLA chapter and sit down for a work night of making tied fleece blankets. Distribute the blankets to children in your area's hospitals.

Volunteering at the Food Pantry

Help the local food pantry by repackaging potatoes, sweeping the floors, etc. It's actually kind of fun to work with other FBLA members to help the community, and afterward eat lunch as a team at a local restaurant.

Committees

Institute a Community Service Committee. It's a self-explanatory method. The members bond through it and begin to suggest very creative ideas to get members involved (bake food, free gifts, shout-out announcement, etc).

Senior Citizens Christmas Party

Get your chapter to host an annual Christmas party for senior citizens. Make a food item to serve, and buy presents for the senior citizens.

Plant a Flower Day!

Get your chapter together to volunteer by planting flowers outside of local businesses. Spend half of the day planting and then take the rest of the day playing outdoor games and having a cookout!

Business Development

Money Smart Partnership

Partner with a local bank to inform students about credit scores. Bank professionals can present to all of the business students while FBLA also can work with the bank officials to set up a student checking account to meet the needs of students.

Career Night

Collaborate with the high school guidance department and local chamber of commerce members to host a Career Night event for high school students. Students can also learn about local job opportunities at a job fair coordinated by Chamber of Commerce members. This is a great chance for FBLA members to connect with local businesses.

Website Design

Design websites for a profit, a class project, or a competition. Individuals that have experience with HTML coding may also consider creating a chapter website to promote FBLA events that the chapter is hosting.

Local Business Fair

Organize an annual local business fair by coordinating with local businesses to send one or two representatives to host a booth in the school's auditorium. Attendees can talk and network with the business owners, who often give out coupons to promote their business. The local businesses can mingle and share business ideas to improve their services. FBLA members within the chapter can contribute by helping with booth setup.

Partnership with Chamber of Commerce

Partner with the local Chamber of Commerce to provide FBLA members first-hand leadership experience by working with local businesses and networking with business leaders and entrepreneurs. This provides FBLA members with a hands-on view of what goes on behind the scenes in implementing business projects.

Guest Speakers

Have FBLA members invite family members in business careers to speak at chapter meetings and help prepare students for competitive events.

Business Publicity

Local FBLA chapters participating in the Partnership with Business or Community Service projects can present to the local Chamber of Commerce or economic development council to enhance the image of FBLA and demonstrate their active role in the community.

Salad Luncheon

Host a salad luncheon for American Enterprise Day, where FBLA members could volunteer bring different types of salads. Consider inviting local business people to the event so that members can network with them. Also, it is a great way to thank them for supporting FBLA and the economy.

Business Tours

Tour a local business, providing members with the opportunity to see how the skills learned within FBLA can be applied to the real world. Choose businesses that the chapter already has contact with or those that already have established tour programs. Schedule the tour away from school hours to ensure maximum participation.

Contributors

Thank you to all of the contributors to the FBLAction packet. Your contributions and ideas will promote activity and help FBLA chapters across the nation.

Tonya Alvarez, Mater Academy Charter High School
Annabelle Anderson, James E. Taylor High School
Alyse Andreasen, Twin River High School
Sharjeel Aziz, James E. Taylor High School
Sam Bhakuni, Scotch Plains-Fanwood High School
Maria Bislew, Horicon High School
Brenda Budler, Chadron High School
Claudia Capdesuner, Mater Academy High School
Amy Chin, Lakeview High School
Brooke Choquette, Minden High School
Andrew Davis, Drumright High School
Jacob Dinkel, William Henry Harrison High School
Brennan Foo, Seven Lakes High School
Jilly Gokalgandhi, Warren Township High School
Molly He, Lubbock High School
Alex Holte, Velve High School
Sydney Idzikowski, Battle Mountain High School
Kandace Irvine, Jefferson County North High School
Karthik Krishnan, River Hill High School
Kris Larson, Canton-Galva High School
Beth Manzer, Osmond Community Schools
Drew Marx, Sauk Prairie High School
Sherry Marks, Wilber-Clatonia High School
Carlyn Mason, Coffee County Central High School
Vinay Mavram, Lynbrook High School
Alyssa McAfee, Centura High School
Ashley Meissinger, Kingman High School
John Mitzel, Fargo South High School
Jena Monheiser, James E. Taylor High School
Tran Ngo, James Bowie High School
Gabrielle Pendleton, Hidden Valley High School
Curtis Reynolds, Tri County High School
Taylor Sarman, Union High School
Kayla Serl, Yuma High School
Sunny Shah, Parsippany Hills High School
Kavya Shankar, Lynbrook High School
Jenny Shi, Central Columbia High School
Martha Spangler, Auburn High School
Shawana Thomas, Westside High School
Isaac Thompson, Arlington High School
Samantha Thrasher, Picayune Memorial High School
Kevin Van Duyn, Colman-Egan High School
Shelby Webb, West Franklin High School
Susan Wellman, Syracuse High School
Louis York, Russell County High School

Compiled by the 2009-2010 FBLA Western Region Vice President Kavya Shankar
Edited by the 2009-2010 FBLA National Treasurer's Council, FBLA Mountain Plains Vice President Brennan Foo,
FBLA National Treasurer Jacob Dinkel, and FBLA National Secretary Gabrielle Pendleton