

Membership Recruitment Techniques that Work

A well-planned, aggressive recruitment campaign can strengthen a chapter and increase its membership. The most intensive work in membership recruitment should be done at the beginning of the school year, with an additional campaign conducted at the beginning of second semester.

Here are some techniques the chapter can adapt for its membership campaign:

1. Prepare a brochure for new business students to be distributed in the business classes or at an orientation. The brochure might have the following information:
 - An explanation of the business education curriculum
 - Short biographical sketches of the business department faculty
 - Reasons for choosing a career in business
 - A section on FBLA that include:
 - - why a student should belong
 - - where and when meetings are held
 - - what the chapter does at meetings and for special projects
 - - who the officers and members are
2. Establish an intensive publicity campaign with slogans such as:
 - Put a Friend on the Right Track with FBLA
 - FBLA the Key to Success, Self-Improvement, Professionalism
 - Each One Add One
3. Declare the FBLA campaign period *FBLA Week*, and
 - Have special activities planned for each day during the week
 - Recognize outstanding chapter members
 - Publicize the chapter throughout the school, using posters and changing them frequently
 - Emphasize identity with the business department and its students
 - Indicate that FBLA is for ALL students.

4. Have chapter representatives tell the FBLA story in various business classrooms. They should be prepared to answer questions. The story should include

- The purposes of the organization
- How FBLA is organized
- · Local chapter activities
- · Types of membership and requirements for each
- · Conferences and awards program
- · Emblem items and publications available to members.

Include visual aids such as

- · Illustrations and photographs of chapter activities
- · Certificates, plaques, and other awards won by the chapter and its members

5. Establish a special information booth in the business department staffed by FBLA. The booth could be set up before and after school, during lunch hour, and between classes

6. Advertise in the school newspaper

7. Have the chapter president write a welcome letter to the new members within ten days of sign-up. Ask an active member to serve as a buddy to the new member for a few months. This will enable the new member to become part of the group more rapidly and give him or her the sense of being important to the group