

# Texas FBLA Chapter President's Handbook



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August 2008

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## **PURPOSE & OVERVIEW**

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The **Texas FBLA Chapter President's Handbook** provides information for Gaining, Retaining and Sustaining members. This Chapter President's Handbook is best used as a tool to supplement the Chapter Management Handbook. This handbook contains lists upon lists of information including recruitment strategies, icebreakers, fundraisers, meeting ideas, chapter activities, and ways to reward your members. It outlines the structure of the organization and suggests ideas on how to advertise FBLA. The handbook will help you, the President, lead your chapter through an exciting and active new year. It will provide you with tips to attract new members and keep last year's members active and involved.

### **Introduction**

Future Business Leaders of America, learn to LEAD with our three helpful experts. Each will highlight important information, tips, and suggestions and share motivational quotes. Watch for these knowledgeable characters as you peruse the guide. Introducing...



**Professor FBLA**



**Mr. Market**



**President Positive**

**2008 – 2009  
TEXAS FBLA CALENDAR**

Su	Mo	Tu	We	Th	Fr	Sa	<b>AUGUST 2008</b>
					1	2	<b>Beginnings of school</b> <b>Beginnings of FBLA</b> <b>Getting started: Membership drive</b>
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	
31							

Su	Mo	Tu	We	Th	Fr	Sa	<b>SEPTEMBER 2008</b>
	1	2	3	4	5	6	<b>Fundraisers</b> <b>Community service projects</b>
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30					

Su	Mo	Tu	We	Th	Fr	Sa	<b>OCTOBER 2008</b>
			1	2	3	4	<b>Fundraisers</b> <b>Community service projects</b> <b>Choose Competitive events</b>
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		

Su	Mo	Tu	We	Th	Fr	Sa	<b>NOVEMBER 2008</b>
						1	<b>Fall Workshops Begin</b> <b>Nov. 15 American Enterprise Day</b>
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30							

Su	Mo	Tu	We	Th	Fr	Sa	<b>DECEMBER 2008</b>
	1	2	3	4	5	6	<b>Competitive events</b> <b>Fundraisers</b> <b>Community Service Projects</b>
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

Su	Mo	Tu	We	Th	Fr	Sa	<b>JANUARY 2009</b>
				1	2	3	<b>Prepare for competitive events</b>
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

Su	Mo	Tu	We	Th	Fr	Sa	<b>FEBRUARY 2009</b>
1	2	3	4	5	6	7	<b>Feb 2 Deadline for Texas Dues</b> <b>Feb 10-16 FBLA-PBL Week</b>
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	

Su	Mo	Tu	We	Th	Fr	Sa	<b>MARCH 2009</b>						
1	2	3	4	5	6	7	<b>March 1 FBLA nationals dues deadline eligibility date for FBLA voting delegates, chapter awards and competitive events</b>						
8	9	10	11	12	13	14							
15	16	17	18	19	20	21							
22	23	24	25	26	27	28							
29	30	31											

Su	Mo	Tu	We	Th	Fr	Sa	<b>APRIL 2009</b>						
			1	2	3	4	<b>April 1 FBLA Outstanding Chapter: Receipt deadline April 23-24 State Leadership Conference in Fort Worth</b>						
5	6	7	8	9	10	11							
12	13	14	15	16	17	18							
19	20	21	22	23	24	25							
26	27	28	29	30									

Su	Mo	Tu	We	Th	Fr	Sa	<b>MAY 2009</b>						
					1	2	<b>May 16 All competitive events computer production .....tests must be received at the national office</b>						
3	4	5	6	7	8	9							
10	11	12	13	14	15	16							
17	18	19	20	21	22	23							
24	25	26	27	28	29	30							

Su	Mo	Tu	We	Th	Fr	Sa	<b>JUNE 2009</b>						
	1	2	3	4	5	6	<b>June 25-28 NLC at Anaheim, California</b>						
7	8	9	10	11	12	13							
14	15	16	17	18	19	20							
21	22	23	24	25	26	27							
28	29	30											

Su	Mo	Tu	We	Th	Fr	Sa	<b>JULY 2009</b>						
			1	2	3	4	<b>Contact people from NLC and learn from their Chapter strategies. Share them with Texas members through the online forum</b>						
5	6	7	8	9	10	11							
12	13	14	15	16	17	18							
19	20	21	22	23	24	25							
26	27	28	29	30	31								

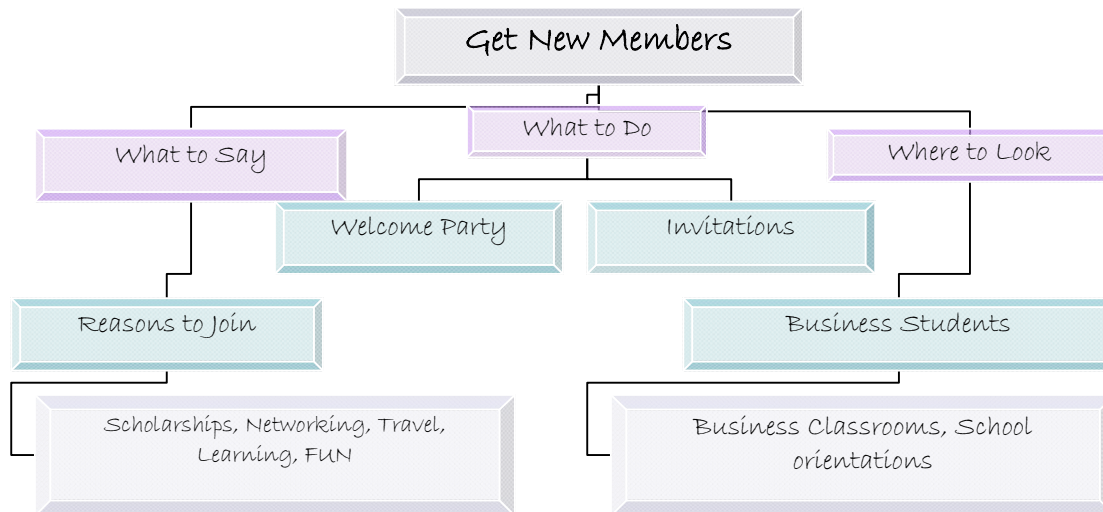
**SECTION I  
IN THE BEGINNING**

**Setting Goals**

It's the first week of school and you are the president of the fabulous Future Business Leaders of America at Smart Kid High. However, you only have a grand total of about ten members in your chapter. Now, what to do? How do you gain more members? The beginning of the year is the most fun. It's the time to get out and recruit for FBLA!

First of all, set a goal for your chapter. How many new members would you like to gain? It's always good to overshoot on your goals and to set high expectations. So, let's say you, the president of FBLA at Smart Kid High, have chosen to recruit 20 new members by January 10<sup>th</sup> of this school year.

Now make a game plan. Create a list of steps you will take in order to recruit your new Future Business Leaders. What kind of people are you looking to attract? How will you advertise your organization? What will you say once you have caught the attention of potential new members?



**Professor's Points**

\* Don't forget about those who have already committed to FBLA. You should rely on them for help with your recruiting efforts. Keep your members involved and interested \*

### In the beginning...

Before you can begin recruiting new members, you must be proud of your organization. Why did YOU choose to join and why did YOU decide to run for office? Think about these questions when telling people about your organization. Have a prepared "elevator speech" (30 seconds to a minute long) to give to anyone who asks about FBLA. Throughout your membership drive, sell the idea of FBLA by emphasizing the *benefits* of being in the organization.

### Benefits

#### For Students

1. **Become Leaders:** Learn to budget time, develop skills and take initiative to become better leaders. Leaders are not born, they are made!
2. **Develop Self-Confidence:** Not everyone wants to become a leader, but we can all develop self-confidence. By participating in competitive events and running for offices we show that we believe in ourselves.
3. **Gain Knowledge:** By competing in various events ranging from Economics to Desktop Publishing we can gain knowledge on various aspects of everyday business functions.
4. **Meet People:** Attending district, state and national leadership conferences we can meet people, make new friends, and enjoy the sights and sounds of cities such as Houston, Dallas, Corpus Christi, Chicago (Illinois), Anaheim (California), Atlanta (Georgia), and many more!
5. **Participate in Free Enterprise:** By taking part in fundraising drives, we can all illustrate the concept that has put our nation a step above the rest. Develop that competitive edge.
6. **Chance to earn scholarships and recognition:** Texas FBLA offers multiple senior scholarships that honor high levels of commitment and excellence. Additionally, excellent performance in competitive events is rewarded monetarily.

#### For Advisers/Teachers

1. Teachers/Advisers may integrate materials from workshops into their classrooms.
2. Participation in FBLA allows them to travel.
3. Visibility, recognition, and professional contacts are made through chapter participation in school and community activities.

#### For Schools

1. Gives the school a real-world tie to business.
2. FBLA chapters benefit schools and communities by creating school spirit.
3. Positive publicity may increase enrollments in business programs and opportunities for partnering with local businesses.



## Market's Maneuvers

### Persuasive Techniques

Bandwagon Technique: You are urged to do or believe something because everyone else does.

Ex: *Everyone else is in FBLA, let's make it 253,001 members!*

Plain Folks: Words or images that appeal to the audience's emotions are used.

Appeal to positive emotions, such as desire for success, or to negative ones, such as fear.

Ex: *I am interested in Business and want to get into college, so I will join FBLA because it looks good on my college application.*

## Structure

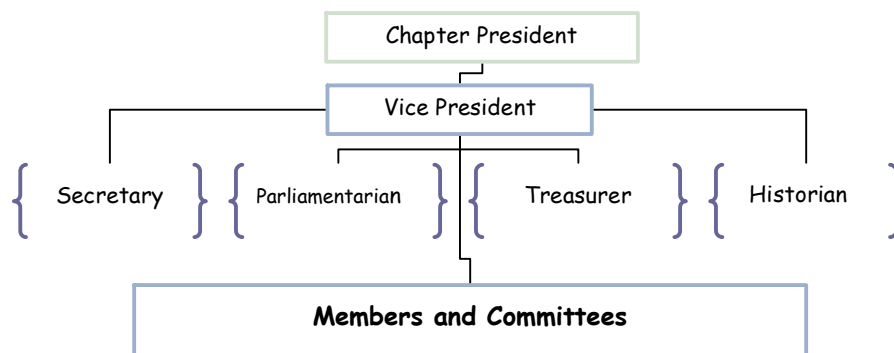
It is important for you to know the structure of FBLA if asked how the organization is set up, or who is in charge. The structure of FBLA-PBL is vast, and some may say even say it is confusing. The officers on each level are responsible for keeping their members informed, interested, and active.

Refer to your *Chapter Management Handbook* for further details.

All levels operate by charters granted by the National Organization.

A board of directors made up of professional educators, local and state advisers, local supervisors, business and industry representatives, and the presidents of FBLA, PBL, and the Professional Division govern the National organization. The board appoints a president/chief executive officer that directs the National Center staff in Reston, Virginia.

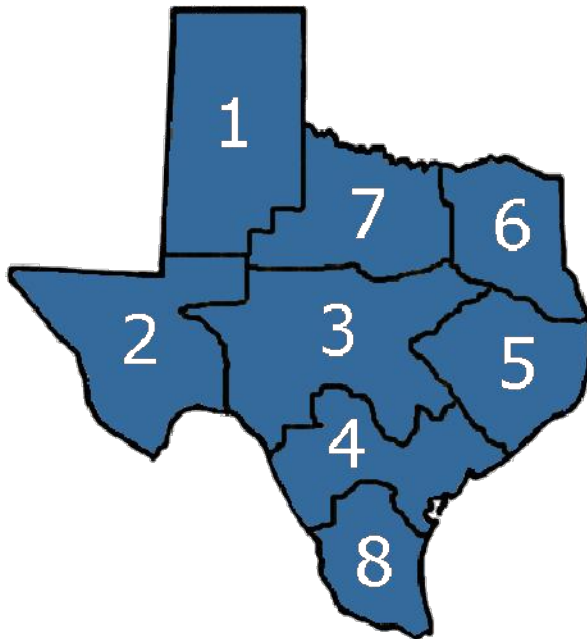
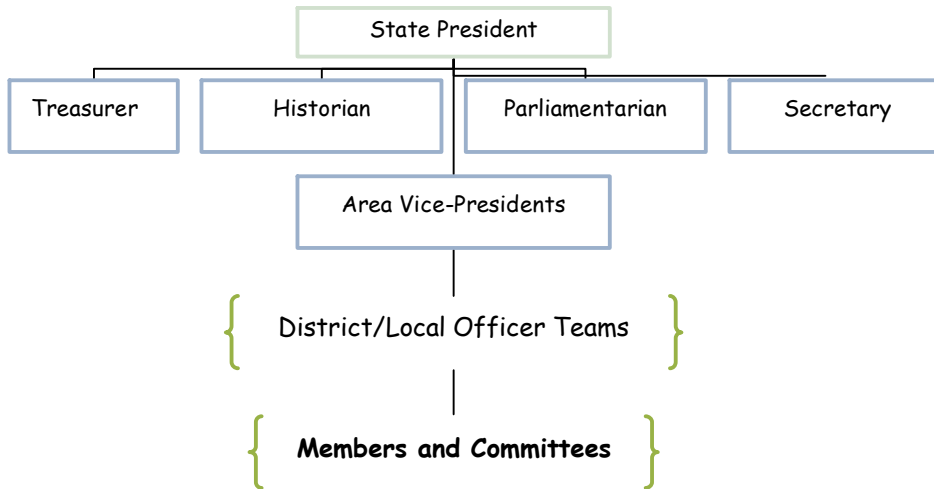
Each chapter has its own constitution and takes on projects and programs within the general framework of the national organization. Student officers (that's you) lead local chapters, and business teachers, called the Chapter Advisers, guide the chapter's activities.



State Chapters also have their own constitutions, projects, and programs. State chapters are led and guided by a state officer team. Each active state chapter holds annual statewide competitions in the fall and/or spring to qualify entrance for the national competition.

**Structure (continued)**

Because everything is bigger and better in Texas, it has been divided into eight "Areas;" each is led by a Vice President, who works with a team of leaders from different schools in their area known as the District Leadership Team.



**Texas State  
Areas**  
Which is yours?

## Dues

Texas State Dues: \$6

National Dues: \$6

National Dues must be paid by March 1 but State Dues must be paid by February 2 to participate in state competitive events

## *The Chapter officers and their duties are...*

### President

1. You serve as a chairperson and representative of FBLA in your school. Set a good example for your organization.
2. You must attend and conduct every meeting throughout the year.
3. You appoint Committee chairpersons and help delegate responsibilities to your chapter members. Keep everyone involved.
4. You may not vote! But you are in charge of conducting voting sessions at meetings.
5. Show your members how to have fun while learning! Make your chapter the best one in FBLA history!

### Vice President

1. Help out the President in all of his/her efforts. You are the right hand man/woman.
2. Take charge when the President is absent.

### Secretary

1. Keep an accurate record of all the meetings and those in attendance.
2. Responsible for taking the minutes from each meeting.
3. Keep your members up to date with a newsletter or bulletin. You are the "information officer"- Keep everyone informed!

### Parliamentarian

1. Keep order in the meetings according to parliamentary procedure.
2. Teach other FBLA members about parliamentary procedures as they are the way meetings are run in the professional business world.

### Historian

3. Keep a recorded history of the chapter.
4. Market FBLA to the community
5. Accurately inform members of the chapter's accomplishments, both past and present.



### Professor's Points

- The success of the Area Vice President's is determined by your chapter's participation in the activities that they organize

## SECTION II GAIN

### Recruiting New Members

What more could you possibly want to know about FBLA? We have only brushed over the basics of the organization. If you want to know more, refer to the *Chapter Management Handbook!*

During the first week of school, begin to get the word out about FBLA. Remember: Recruitment should be an ongoing process! This is necessary for the maintenance and survival of any organization. It's a good idea to form a recruitment team. Inform the team of your membership goals and begin to plan recruitment strategies.

Coach your team on how to talk to prospective members:

1. **Be Curious**
  - \* Everyone loves to talk about him or herself.
  - \* Ask open-ended questions like "What are your hobbies and interests?"  
Keep the conversations going!
  - \* Be **SINCERELY INTERESTED** in your recruitment prospect.
2. **Be Brief**
  - \* If you can't interest somebody in what you are saying, then you are probably taking too long to say it.
  - \* Avoid boring details.
3. **Be Courteous**
  - \* Introduce your prospects to anyone who is around you including other prospects.
  - \* Make an extra effort to include shy or uneasy people.
  - \* Learn the person's **NAME** and use it **frequently!**
  - \* **SMILE!**
4. **Be Direct**
  - \* Use eye-contact (body language is important).
  - \* Don't get distracted by other conversations or things going on around you.
5. **Be Enthusiastic**
  - \* Be positive in conversations about the future of FBLA.
  - \* Avoid topics such as organizational problems.

### Market Maneuvers



\* For inexpensive prizes you can give to members and official FBLA posters, visit the National FBLA Website\*

## Recruitment

The following are useful tips and ideas to incorporate into your chapter's recruitment strategy:

- ◆ Create an exhibit booth in a high-traffic area at your school, at activity fairs, or at sporting events.
  - Use a theme at your booth, hand out flyers, and talk to students about FBLA.
  - Try having a game or contest at your booth, and give away prizes for participants such as T-shirts, pens, or other items with "FBLA" on them.
  - Hand out items that come in different colors; that way students can choose their favorite one.
- ◆ It's a good idea to show pictures of past members having fun in your displays.
- ◆ Make sure that there is a sign-up sheet at any display or event so that you can contact potential members.
- ◆ Create a brochure which includes information, a calendar of events, including meeting dates and times, along with YOUR contact information.
- ◆ Give people a piece of candy or a sticker for signing up.
- ◆ Include a space for e-mail address and screen name on sign-up sheets.
- ◆ Develop flyers with catchy slogans and important information such as when your next meeting is, who to contact, how to join, and the benefits of being a member.
  - Try advertising a welcome party as your first meeting when making signs. Options may include donuts, pizza, and ice cream.
  - Hand out flyers in classes; post them on bulletin boards and in places where they will be seen!



### Professor's Points

**100% Class Participation.** Chapters are eligible for Awards for enrolling 100% of students in any business class as FBLA members. A copy of the class roster must be submitted along with a copy of your chapter's membership list. The deadline for this award is April 1.

### Recruitment (continued)

More useful tips and ideas to incorporate into your chapter's recruitment strategy:

- ◆ Invite prospective members to help you make food for your booth. Getting everyone together with one task keeps them productive while having fun and socializing.
- ◆ Show an FBLA video or Power Point Presentation at your meetings or orientation.
- ◆ Ask officers to speak about FBLA in business classes and classes related to business.
- ◆ Try the following classes for people who may be interested in FBLA: Introduction to Business, Speech, Business Law, Entrepreneurship, or any computer class or web design class.
- ◆ Tell all of your friends to join FBLA through word of mouth, mass email, Instant Messaging, or social networking sites.
- ◆ Create a bulletin board display in a prominent place.
  - Display pictures from chapter activities, membership information and dates of upcoming meetings.
  - Elect a "Member of the Month" based on involvement and display his or her name on the bulletin board.
- ◆ Educate business class teachers, counselors, and school administrators on the benefits of FBLA and ask them to refer interested students.
- ◆ Speak about FBLA-PBL to: Rotary Clubs, the Chamber of Commerce, your School Board, or other civic groups.
- ◆ When school starts, write a letter to the freshman class outlining the benefits of joining FBLA and inviting them to your first meeting.



#### President Positive

Do not be afraid to promote FBLA. Start positively by recruiting as many students as possible at the beginning on the school year. Doing so is easy as students are looking for organizations to be involved in and it will save you work in the long run.

### Recruitment (continued)

- ◆ Display a poster in the cafeteria, library, or other public place in your school.
- ◆ Hand out candy bars such as *Payday*® with an invitation saying “Come join FBLA-PBL and see how to increase YOUR Payday.”
- ◆ Place signs on lockers with catchy phrases such as “Be a star in FBLA-PBL” and attach *Starbursts*® candy.
- ◆ Make PA announcements for one week every month informing students about FBLA.
- ◆ Place an ad in your school newspaper about FBLA.
- ◆ Ask FBLA-PBL Alumni from your chapter (or neighboring chapters) to speak to business classes regarding the benefits of joining FBLA-PBL.
- ◆ Sponsor a back-to-school picnic for business students to inform them about the many FBLA-PBL opportunities.
- ◆ Announce the first FBLA meeting/party on the school announcements so that everyone can hear.
- ◆ Prizes and food are a great lure. FBLA Beanie Babies (found on the National FBLA website Marketplace) can be used as prizes.
- ◆ Conduct a **Membership Drive**
  - Sponsor events during the first few weeks of school to get people interested and gain publicity for your chapter. Options include a bowling, karaoke, or movie night, an ice cream social, a scavenger hunt, or a fundraiser like a car wash.
  - Ask for donations of items such as notebooks, mugs, or gift certificates from local businesses or Partners in Education, and then offer these as incentives to new members who join during your membership drive.
  - Offer a prize to the person in your chapter who recruits the most new members during the drive.
  - Offer discounts on dues to new members who sign up and pay during your membership drive.



Nothing is particularly hard if you divide it into jobs.



Henry Ford

### SECTION III RETAIN & SUSTAIN




#### Meetings

Meetings are an essential element of ALL organizations. Your job as the FBLA Chapter President is to make these meetings productive. First meeting checklist:

- Decide purpose of the Meeting
- Plan the Agenda
- Provide advance notice of the meeting
- Reserve a meeting location and time
- Set up room (special equipment, seating, refreshments)
- Copy Handouts (local membership application form, member data sheet, agenda, etc.)
- Arrange for prizes or drawings

#### Agenda

First and foremost, it is crucial to have a solid agenda planned. Be sure the agenda is specific. Be sure to leave time in the agenda to discuss issues. You should have copies of the agenda available at the meeting. \* BEWARE! Do not plan too much for a single meeting. Here is a sample FBLA Meeting Agenda.



**McNeil High School  
Future Business Leaders of America  
Agenda  
Monday, August 25, 2003**

8:15	Welcome/Introductions/FBLA Creed
8:20	Icebreaker (Get to Know You game)
8:35	Benefits of Joining FBLA/Competitive Events Overview

⇒ Next FBLA Meeting, Officer Elections  
**September 22, 2003**

⇒ Breakfast and Car Wash fundraiser  
**October 12, 2003**

⇒ The Annual *Area 3 Workshop*, hosted by McNeil High School  
**November 22, 2003**

⇒ The *National Fall Leadership Conference* in Anaheim, CA  
**November 7-8, 2003**

⇒ The *2004 District Conference* in Austin, Texas  
February, To Be Announced

⇒ The *Texas State Leadership Conference* in Houston, Texas  
**March 4-6, 2004**

⇒ The *National Leadership Conference* in Denver, Colorado  
**July 14-17, 2004**

Remember to have a member sign-in sheet available at the meeting; a clipboard to pass around is effective. Briefly review the progress that was made and communicate what is expected from those in attendance. After the meeting, thank everyone for attending.

People must understand what to do next, so you might say, "This was a good meeting. We have now nominated our new officers and decided on community service events for the year. Our next meeting will be on Tuesday of next week before school starts. Thanks again and we look forward to your attendance."

### Parliamentary Procedure

Making meetings simple, fun, and worthwhile is a matter of a little planning.

There are a number of rules that the presiding officer (in this case, you), must keep in mind when conducting a meeting. You are responsible for maintaining order according to Parliamentary Procedure.

Parliamentary procedure is a meeting management method. It enables an organization to conduct business with speed and efficiency. It is helpful in protecting people's rights and giving EVERYONE a fair chance to be heard. At first glance, Parliamentary Procedure may seem just like a jumble of rules on making motions, voting, debating, and other confusing details. It may be difficult to incorporate all of the complicated rules of Parliamentary Procedure into a regular FBLA meeting but here are some helpful concepts.

- ✓ Democracy in Action
- ✓ Justice for ALL
- ✓ Establish the rule of the majority
- ✓ Protect the rights of the minority
- ✓ Protect the rights of the individual members
- ✓ Protect the rights of the absentee members
- ✓ Pursue only ONE ITEM AT A TIME

Also, remember that you are in charge of the floor and you must keep it under your control. If several members want to speak at once, you must recognize one member by stating his/her name, thus giving him/her the floor. When one person has the floor, no other member is allowed to interrupt. If someone else interrupts, you may rule this out of order. President, I encourage you to read [a condensed version] of *Roberts Rules of Order* and suggest this text to any of your members who are competing in Parliamentary Procedure.

#### President Positive

**KISS** your meetings. Opening remarks should be no longer than two minutes.

**\* Keep It Simple and Short\***



## Retention Activities

Active, long term members are vital to your chapter's success and the success of the entire FBLA organization. They are our source of leadership and serve as important role models for new members and can carry the torch through the next years.

Members decide to renew their membership for various reasons. Some of the most important reasons are:

- ☞ Desire to belong to a group
- ☞ Recognition for good work
- ☞ Opportunity to have fun!

How can your chapter deliver that valuable experience to members and ensure that they will carry the FBLA torch year after year as they enter college and throughout their careers?

- ◆ Provide potential members who visit your meeting with an information packet about your chapter and FBLA. Include a calendar of events, a list of chapter officers, and an application.
- ◆ Get acquainted with the Texas FBLA website and it will make your year in office run MUCH more smoothly!
- ◆ If your meetings are not already held in computer classrooms, try to reserve a computer lab for one of your meetings. Use this meeting to get every single member registered onto the Texas FBLA Message Board. Besides handing out an agenda, give members a handout with steps on how to register.
- ◆ Keep members interested by obtaining testimonials of the value of FBLA from former members. Share their success stories with current members.
- ◆ Establish a "Big Brothers, Big Sisters" program that pairs incoming freshmen with established members of your chapter. (This will unify your chapter by getting everyone involved and helping all to feel accepted).
- ◆ Call visitors after they have attended a meeting, and thank them for visiting the chapter. While you have them on the phone, invite them to the chapter's next event.
- ◆ Invite parents or administrators to your first meeting.



### Market's Maneuvers

"All winning teams are goal-oriented. Teams like these win consistently because everyone connected with them concentrates on specific objectives. They go about their business with blinders on; nothing will distract them from achieving their aims."

--Lou Holtz, former Notre Dame Football coach

### Retention Activities (continued)

- ◆ Invite former FBLA members to your workshops and meetings to speak about how FBLA helped them achieve their goals. The Texas FBLA website has an FBLA Alumni Program. Former FBLA members can register in the alumni section of the website and indicate whether they would like to be a judge at conferences or to conduct workshops.

#### Profiles of Texas FBLA Alumni

Here are a few profiles of successful Texas FBLA Alumni to share with your members:

"I graduated from UT Austin with a bachelor's of science in Microbiology. I am currently attending UT Houston School of Public Health working towards a Master's of Public Health in Disease Control"

"...after graduating from Nikki Rowe, throughout the summer I worked as a babysitter, and I'm currently attending the University of Texas Pan American. At UTPA, I will pursue a career in premedicine-Biology major. I know it has nothing to do with business, but in the far future I would like to open my own practice so I will hopefully have and own my own business, so as you can see taking business classes in high school and being in FBLA wasn't a waste of my time."

"After a great year as FBLA State Secretary, I went to Texas A&M University and got a Bachelor of Arts degree in English and Political Science. I graduated from Texas Tech University School of Law in 2000. From August 2000 to the present, I have practiced law in the Fort Worth area. I have experience in insurance defense litigation, estate planning, probate, and adoption. Currently, I am working at the Johnson County Attorney's Office as the representative for Child Protective Services and Adult Protective Services."

"Since I graduated from high school, I have received my Bachelor's of Science Degree in Electrical Engineering from the University of Texas at El Paso. I am currently a Systems Engineer for Lockheed Martin Aeronautics in Fort Worth, Texas. I am also currently pursuing my Masters of Science in Engineering Management from Southern Methodist University. I owe much of my public speaking skills, organizational skills and many more skills to FBLA. I had a wonderful experience as the Area II Vice President (1994/95). FBLA was a wonderful experience and I wouldn't change it for the world."



#### Professor's Points

*\* Create and stir other people to create. \**  
~ Robert Frost~

## Retention Activities (continued)

### Profiles of Texas FBLA Alumni (continued)

"She was a chapter, district and state officer while attending high school in Missouri City. She was Gwen Davis' intern for two years and developed the current training manual for state officers along with providing training. She updated the middle level state contest in 2002. She graduated from the University of Texas where she received the prestigious Barbara Jordan Leadership Award. She has been accepted to law school and is currently working as a paralegal."

"He graduated from Ore City High School receiving the Texas Future Business Leader award, Texas Who's Who and several scholarships including the SMU Scholar (\$20,000), Gentry, Brady Scholarship (\$28,400), and the Tartt, Hope Pierce Scholarship (\$10,000). He is majoring in Finance and Philosophy on the pre-law track. He was inducted into "The National Society of Collegiate Scholars," an elite organization founded for the benefit of high-achieving freshman and sophomore college students. "

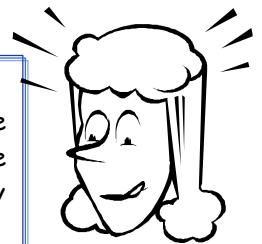
"A graduate from Ore City High School, this past state officer graduated with a Masters in Accounting from Baylor University. He has taught Accounting at Junior Colleges and works for a law firm in Gilmer, TX during breaks from school. He is attending Baylor Law School and has stayed very active in FBLA, judging events, presenting workshops, serving as master of ceremonies at the SLC."

## Retention Activities (continued)

- ◆ Co-sponsor a high visibility event on campus. You could offer to help with decorations or sign-in at a school dance or sporting event to help raise awareness of your FBLA chapter and its activities.
- ◆ Participate in a charity event with other clubs.
- ◆ Survey current members to determine what benefits are most valuable to them.
- ◆ Try to remember your Chapter Members' names and greet them when you see them on campus.
- ◆ Get involved with other clubs and their activities, or invite them to join yours.
- ◆ Be a friendly leader. It's okay to smile when you are speaking in front of your chapter or to one of your members.
- ◆ Ask for everyone's opinions on chapter events. Don't forget, people work hard for what they are a part of building.

### President Positive

Post a "Question of the Week" on your Chapter's web site. Offer a prize (piece of candy, package of gum, FBLA pencil, etc.) to the first person to post the correct answer under your Area's message board. You can find good questions by searching the National FBLA Website ([www.fbla-pbl.org](http://www.fbla-pbl.org)).



### Retention Activities (continued)

- ◆ Offer an incentive to members who bring at least two guests to a meeting.
- ◆ Always speak with excitement and pride when describing your chapter.
- ◆ Raffle off a free membership.
- ◆ Organize get-togethers like a Halloween social, a winter social, and an end-of-the-year banquet.
- ◆ Use the school newspaper to place ads about FBLA and what your chapter is doing. Write an article about a success your chapter has had and submit that to the newspaper to publish.
- ◆ Make your meetings fun by starting with an icebreaker.

#### Icebreakers with a message:

**Hog Call:** Break up the group into pairs. Each pair must choose two items; one animal and one machine. The pairs then divide onto opposite sides of the room. Everyone must close their eyes and by making the noise that their character would make, they must find their partner. When they find their partner, they are allowed to open their eyes.

\* This game teaches students the importance of clear communication. In business we may have many people trying to give many messages at a time, and interpreting the key message is a challenge unless you are prepared to listen carefully\*

**Camping Trip:** Get ONE roll of toilet paper and pass it around your group. Explain to the members that they are going camping and they need to take as much toilet paper as they think they may need for a two day trip.

*Here's the catch:* Once everyone has taken their share; explain to them that for every square of toilet paper, they must share something about themselves.

\* This activity teaches future business leaders to be prepared for unexpected surprises and most importantly, to understand themselves\* A leader is not a leader unless he can first lead himself. (This game can also be done with candy pieces).

**Build a Tower:** Divide your group into smaller groups. Pass out a bag of marshmallows and one of raw spaghetti. Challenge the groups to build the tallest, stable tower in five minutes without any form of communication. Give them five more minutes to build a taller tower while only being able to write notes to each other. Provide the groups with five more minutes to build an even taller tower while communicating fully

\* This activity highlights the importance of communication in problem-solving\*



#### Professor's Points

Elect at least half of the officer team for the next year before school ends. This will allow the chapter to begin planning and developing the new year's activities.

## Retention Activities (continued)

### Icebreakers with a message: (continued)

**Target Practice:** Provide each participant with a balloon. Ask participants to line up next to one another behind a line. Next, ask them to fill the balloon with air without tying it. Have participants try to hit a target by letting go of the balloon.

\*The lesson learned is that the balloon didn't have direction and couldn't hit the target. The same is true for you if you don't have goals, for they provide you with direction.

**Jump the Dollar:** Challenge each participant to hold his or her ankles and jump over a dollar bill. This won't be possible if the person jumps forward. Solution: It can be done if the person jumps backwards over the bill!)

\*This exercise teaches your members to think outside the limits.

### Icebreakers just for fun:

**Dynamite:** Ask everyone to break into groups of three. Give each group a balloon and let them inflate it slightly. The groups of three will form a tight circle with everyone facing inward. Have them place the balloon in the middle of the group and hold it at waist level. Now have the group move in a step, but let go of the balloon with their hands, their waists should be holding it up at this point. Tell the groups that on the count of three, you want them to squeeze together so tightly that they pop the balloon. Offer a prize (candy bar or packet of gum) to the team who sets the dynamite off first!

**FBLA Charades:** Place words such as "competition," "Public Speaking," "computer," or "meeting," into a jar. Ask one person to act out a randomly selected word, while everyone else guesses which word is being acted out by the person.

**Retention Activities**

**Icebreakers just for fun: (continued)**

**FBLA BINGO:** Create a BINGO Card using FBLA terms. Use M&M's or Skittles as game pieces for fun.

Ex: Call out "F, Business Math," or, "L, Adviser," until someone has connected an entire row, column or diagonal. Remember to provide the winner with a prize.

F	B	L	A	* Texas*
Community Service	Competition	Adviser	Business	Economics
Leader	America	JAVA Programming	Desktop Publishing	Intro To Business
March of Dimes	President	Officer	Team	Business Law
Future	Parliamentary Procedure	Word Processing	Job Interview	Web Site Development
Business Math	FBLA Creed	**Your High School**	Scholarship	Marketing

Ofentimes one may hear the phrase, **"The youth of today will be the leaders of tomorrow."** There is an organization present in schools across the nation whose purpose is to teach and shape leaders of tomorrow. This organization is known as the FBLA, **Future Business Leaders of America**



### Retention Activities

- ◆ Assign tasks to everyone, especially during planning stages early in the year. Tasks may be separated by committees. Here are some committee suggestions for your chapter.

Fundraising Committee	Publicity Committee	Social Committee
Committee Chair: Treasurer Committee Activities: Plan and organize all fundraisers	Committee Chair: Reporter Committee Activities: Design bulletin boards School announcements Newspaper articles Community connections	Committee Chair: Vice President Committee Activities: Food Icebreakers Semester celebrations All social events



#### Professor's Points

Assign a large task to your lazy members and they will almost always find the easiest way to accomplish it!

- ◆ Develop a telephone squad to stir up interest for meetings and other activities. They may call members from the roster to preview them on meetings.
- ◆ Attend Area Workshops. Think of it as a field trip.
- ◆ Encourage members to COMPETE!!! (Refer to *Chapter Management Handbook* for list and description of competitive events).
- ◆ Make a Chapter Scrapbook.



#### Market's Maneuvers

On Leadership:

"Some are born great, some achieve greatness, and some have greatness thrust upon them." --William Shakespeare

Being a **leader** is having the ability to direct people in a way that earns their respect, trust, confidence, and complete cooperation.

## Retention Activities (continued)

### Fundraisers

See the Fundraising Section of the *Chapter Management Handbook* for more information

Stay active in your school through fundraising: Here are some fundraising ideas you may want to put to use: BE CREATIVE

1. A classic: The Car Wash (find out which businesses will match your funds)
2. Bake Sale: Who can resist a 25 cent brownie at lunch time?
3. Work the concession stand at school sporting events
4. Raffle off prizes (Ask businesses to donate gift certificates or merchandise to raffle)
5. Sell carnations during homecoming week
6. Sell Christmas wreaths or Candy Canes at Christmas time
7. Sell Valentines for Valentine's Day: give the option to deliver the treats to classrooms as surprises
8. Host a sports event
9. Host a talent show
10. Sell T-shirts
11. Sell candy Otis Spunkmeyer cookies
12. Provide a gift-wrapping service at local department stores or a mall. You can either charge customers for the service, or ask the store to donate the wrapping materials so that the service is complimentary to customers.
13. Work out an agreement with Sonic for a group of members to work as car hops. The students can also wash car windows while the customers wait for their orders. FBLA keeps the tips along with Sonic's donation for your chapter member's service
14. Penny War: The object is to collect the most pennies per class. The class with the most pennies wins a pizza party and second place wins a donut party. Therefore, pennies count as positive while other coins and bills are subtracted from the total. In order to win, students stuff dollars or silver coins into their competitor's jugs while adding pennies to their own.
15. Sell cotton candy at games and concession stands.

## Retention Activities (continued)

### Reward and Recognition

See *Chapter Management Handbook* for more information on State and National Awards Programs

- ◆ Provide some kind of incentive program or point system for your members such as *Business Bucks System*.
- ◆ Award members certain amounts of points for doing things to benefit the chapter. Point earnings can be made by: Bringing a friend to a meeting (2 bucks), having parents come to the car wash (2 bucks), joining a committee (1 buck), attending a meeting (1 buck), etc. By the end of the month or semester, tally the "bucks" and give a prize to the member with the most bucks. Prizes could include; a free area workshop registration, a free movie pass, an FBLA T-shirt, a free lunch, etc. Be creative!
- ◆ Print the names of new chapter members in your newsletter and recognize them at chapter meetings.
- ◆ Submit an article to the Texan highlighting a special member's achievements
- ◆ Promote a deserving member within the chapter (e.g. committee leader)
- ◆ Post names and accomplishments on the school bulletin board.
- ◆ Write personal thank-you notes to members participating in an activity.
- ◆ Recognize Chapter Members on your Chapter website.
- ◆ Throw parties to celebrate members.
- ◆ Give certificates of accomplishment to deserving members.
- ◆ Nominate exceptional members to run for state or national officer.
- ◆ Plan a holiday gathering to announce extraordinary achievements and announce special awards
- ◆ Plan formal ceremonies for special recognition.
- ◆ Start a "Thank You" thread on your Chapter or Area website where each member can recognize and thank a fellow member for good work. Reward the member with the most "thank yous" posts and the member receiving the most posts at the end of a designated time period. (If there are several, then hold a drawing. The winner receives a coupon for pizza).
- ◆ Reward and motivate a group success with a party. Food and Fun are always great rewards!!!

#### President Positive

Publicly recognize and reward members! Recognition is the most effective means of motivating people. Your members will appreciate the satisfaction of public acknowledgment, which boosts their ego and addresses their need for affiliation.



## Retention Activities (continued)

### Need more suggestions for chapter activities and how to involve your members?

- ◆ **Chapter Annual Business Report.** Complete and submit an Annual Business Report for competition at the State Leadership Conference. (Refer to the *Chapter Management Handbook* for more details).
- ◆ **Leadership Training for Members.** Conduct at least one hour of training for your members or officers.
- ◆ **Chapter Officer Training.** Conduct a formal officer training.
- ◆ **Multi-Chapter Activity.** Host an activity that involves more than one local chapter (e.g. a joint community service event and/or host a Joint Activity with Middle Level or FBLA-Collegiate Chapters).
- ◆ **School Service Activities.** Plan a school-focused service activity.
- ◆ **Adviser Appreciation Day Activity.** Implement special recognition for your chapter's adviser(s) on FBLA Adviser Appreciation Day (Wednesday of FBLA-PBL Week).
- ◆ **FBLA Conference Support.** Volunteer your chapter's support in producing or hosting an FBLA conference at the area/district, state or national level. Examples of support could include, but not be limited to, providing the host facilities, coordinating registration, preparing registration packets, organizing and hosting tours, securing workshop presenters, etc.
- ◆ **American Enterprise Project.** Plan a project that helps members learn more about the economic system and how to share their expertise with others.
- ◆ **Workshop at an Area, State, or National Conference.** Develop a unique workshop to present at an area, state, or national conference.
- ◆ **External Group Presentations.** Make a presentation to an external community, professional, leadership, or service organization.
- ◆ **Attend Conferences as a Chapter.** Encourage your chapter members to attend the conferences as a chapter. Design T-shirts unique to your chapter to show unity (Area Fall Conference/Workshop, District Spring Conference, State Leadership Conference, National Leadership Conference, and Institute for Leaders).
- ◆ **Partner with a Business.** Design an activity that brings business leaders and FBLA members together in a positive working relationship.
- ◆ **Participate in the Government Awareness Project.** Plan a campaign to raise awareness among legislators about FBLA and our programs.
- ◆ **Public Relations Activities.** Plan an activity designed to raise public awareness of FBLA and its mission.
- ◆ **FBLA-PBL Week.** Plan a special activity to celebrate FBLA-PBL Week (2<sup>nd</sup> week of February).
- ◆ **Press Releases.** Distribute press releases to media outlets promoting your activities, programs, or members' successes.

## Retention Activities (continued)

### More chapter activities to keep your members involved:

- ◆ **Tomorrow's Business Leader.** Submit a "chapter news" item to the national FBLA publication.
- ◆ **State Newsletter.** Submit an article to *the Texan* about your Chapter.
- ◆ **Mentor a New Chapter.** Adopt and mentor a new chapter.
- ◆ **Business Tours.** Plan for your chapter to participate in a business tour.
- ◆ **Career Day.** Plan and implement a career day for your members and/or your schools.
- ◆ **Job Shadowing.** Implement a formal job-shadowing program.
- ◆ **Chapter Speakers.** Invite business leaders, alumni, or community leaders to speak at your chapter meeting.
- ◆ **Business Person of the Year.** Select and recognize a Local Chapter Business Person of the Year that has been involved with your chapter.
- ◆ **Administration Support.** Ask a school administrator to participate in a chapter activity or meeting.
- ◆ **FBLA Sponsor or Partnership.** Secure a corporate partnership that benefits their area or the state chapter.
- ◆ **Participate in one or more National Partnership Programs.** Use the nationally endorsed partnership programs in planning and implementing your programs. Details about these programs can be found in the *Chapter Management Handbook*
- ◆ **Participate in the State Community Service Projects.**
  - **March of Dimes**
    - a. Host a 15 minute walk before school and ask attendees to pay \$5; you may provide juice and donuts
    - b. Ask members to "Lend a Hand" to the March of Dimes by buying paper hands for a dollar; they can write their name on the hands, which may then be displayed on a bulletin board or classroom
    - c. Ask people for monetary donations
  - **Ronald McDonald House**
    - a. Collect pop tabs by asking the school body to save them
    - b. Place pop tab bins by trash cans, vending machines, and in the cafeteria
    - c. Give a prize to the member that collects the most pop tabs
    - d. Display the pop tabs collected so as to encourage people to collect more
    - e. Set marks for members to reach



### Professor's Points

- To find out more about FBLA, check out FBLA online:  
[National FBLA/PBL Website](#)  
[Texas FBLA website](#)



### Sample sponsorship letter

In order to develop your chapter to its fullest potential, don't hesitate to ask local corporations for sponsorship

Here is an example of a letter you could send:

Dear <insert name>,

My name is <insert your name>, and I am writing in representation of FBLA, which stands for Future Business Leaders of America. I am a student at <your school, city >, as well as my school's FBLA President. FBLA is an organization that promotes aggressive business leadership, encourages community service, and educates students about entrepreneurship and teamwork. It is the premier non-profit 501-C3 student organization in the country, representing over 250,000 members in the United States and overseas.

Throughout their middle and high school career, and from the district to the national level, FBLA members are provided with opportunities for competition, recognition, networking, leadership, and travel. Our mission is to bring students and business together in a positive working relationship through innovative leadership and career development programs. More detailed information on the mission of FBLA can be found at [www.fbla-pbl.org](http://www.fbla-pbl.org).

At leadership conferences across the country, FBLA members compete in events including business ethics, client services, business plan, and public speaking, among others, which provide opportunities for FBLA members to develop skills that will shape their future in the business world. At leadership conferences across the country, FBLA members compete in events including business ethics, client services, business plan, and public speaking, among others. Through an innovative approach, FBLA provides its students with the tools and knowledge required to become a competitive part of modern America.

<ask for sponsorship>

Regards,

<your name>

## REFERENCES

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Chapter Management Handbook  
Survivor Leadership Training Manual  
Rotary Camp Enterprise: Back to the Basics of Business  
National and Texas FBLA websites  
Mountain Plain Region PBL Membership Guide  
Robert's Rules of Order  
FBLA Competitive Events Guide