

# Local Chapter Officer Training

## Ways to Recruit New Members

### Master List

- FBLA Luncheon (for new members)
- Booth (at Orientation, Lunch)
- Sponsor Guitar Hero Competition (Wii)
- Incentives
  - Bring Three New Members=Get T-Shirt
- Make Meetings Fun
  - Food
  - Ice-breakers
  - Chapter of the Month Award
  - Door Prizes
  - PowerPoints (of last FBLA event)
- Advertise
  - FBLA Facebook
  - Announcements
  - Flyers
  - Posters
  - Bulletin Boards
  - Letters to Non-Members
  - Chapter T-shirts
  - Newsletter
- Speak to Business Classes
- Social Events
  - Night with Milwaukee Bucks
  - End of the Year Banquet
    - Awards (“Best Dressed”)
  - Sponsor a dance
- Concessions
- Community Service Events
  - Toys for Tots
  - Food drive for local food pantry
- Create a Point System
- Assembly Skit
- Membership Cards
- Scavenger Hunt
- Each Upperclassmen is paired with Underclassmen “FBLA Buddies”
- Dress-up Days
- Field Trips

For more ideas look below at what Wisconsin’s local chapter officers came up with!

### Group Brainstorming

## **Group One**

### Table One

- FBLA Luncheon (for new members)
- Sponsor a dance
- Registration table with food
- Food drive for local food pantry
- Activity fair table/booth
- Sponsor Guitar Hero Competition (Wii)
- Announcements, Flyers, Posters, Bulletin Boards
- Speak to Business Classes
- Incentives (ex: sign up with three other people get cost of dues lowered for each person)
- FBLA Facebook
- Night with Milwaukee Bucks
- Concession Standing at Sporting Events
- Toys for Tots (entire school involvement competition for who brings in most toys)

### Table Two

- Letters
- Point System
- T-shirts (if you recruit three new members)
- Assembly
- Freshmen Speakers
- Membership Cards
- New Member Packets
- Speak to classes

### Table Three

- Advertise to Middle Schools
- Free T-shirts with three new members
- Booth at Registration/School
- Scavenger Hunt
- Incentives for Current Members
- Posters around School
- Promote Benefits (looks good on College Applications)
- Facebook Group

### Table Four

- Inform 8<sup>th</sup> graders about FBLA
- Presentation/Skit at Orientation
- Posters with Pictures and Information
- FBLA Table at the Beginning of School Year
- Sponsor a Dance or Community Event
- Inform Community about FBLA to Bring Awareness

### Table Five

- Booth at Registration or All Clubs Meeting
- Fun Night/Social (team building activities)
- Upper Classmen Talk to incoming freshmen

Speak at Freshman Orientation  
Free food at First Meeting  
Trip Incentives  
Advertising "We want YOU!"

## **Group Two**

### Table One

T-shirts  
Incentives (Food/Candy Giveaway)  
Skit at Assembly  
Talk to Underclassmen  
Announcements  
Posters  
Field Trips  
Letter to Freshmen  
Advertise at Middle School  
"Cool" Outfits  
Booth at Club Fair  
Lower Dues  
Trial Week (for new members)  
Giveaways  
Explain Benefits (college, employers, future)

### Table Two

Bring Three Members Get a T-shirt  
Business Assembly  
Orientation  
Flyers  
Give Away Food/Candy

### Table Three

Flyers  
Trips  
Booths  
Presentation to Business Classes  
Word of Mouth  
Announcements  
Giveaways  
Concerts

### Table Four

Registration  
Incentives (food)  
Announcements  
Trips  
Dress-up Days

### Table Five

Giveaway Candy

Skit  
Flyers/Posters  
Announcements  
Encourage Middle Schoolers to Get Involved  
Fun Facts about FBLA Flyers  
Trips  
T-shirts  
Giveaways  
Promotional PowerPoint at First Meeting  
Word of Mouth (each members tells another person about FBLA)  
Concerts

### **Group Three**

#### Table One

Food at meetings  
Have a social event at someone's house  
Send Letters for new member meeting (PowerPoint)  
Announcements  
Dances  
Lock-ins

#### Table Two

Pizza Party  
Newsletter  
PowerPoint at meetings  
Freshman Orientation  
Posters  
Flyers  
Dance

#### Table Three

Newsletter  
Cook-out  
Posters  
Announcements  
Food Stand  
Bulletin Board  
Word of mouth (mass texts, facebook)  
Food at meetings  
Assembly

#### Table Four

Food at meetings  
Field Trips  
Social Events (bowling, movie night)  
Dances  
Parties  
Advertising  
Awards

Games/Icebreakers  
Speak in business classes  
Table Five  
Reward members for recruitment (cookout)  
Advertise (Posters)  
Invitational Events (ex: movie night)  
Tournaments  
Freshman Orientation  
Class Registration booth or meeting  
Word of mouth  
Business class presentation on FBLA

#### **Group Four**

Table One  
Invitations  
Skits  
Mention Benefits (meet new people, trips)  
Free Stuff  
Sweet Uniform  
Field Trips  
Compeitions  
Get members involved (by giving them things to do)  
Cook-outs  
Lock-ins  
T-shirts  
Dances  
Brochures  
Free Food at meetings

Table Two  
Request membership  
Advertise (facebook, myspace, youtube, posters, mass texts, shirts)  
Guitar hero/DDR tournaments  
Club Fair  
Advertise Food (other incentives)  
Website

Table Three  
Bribe with food  
Competitions  
Social Activites  
Fun Community Service Projects  
"Talk it up" (tell people about FBLA)  
Travel  
T-shirts  
Fun Meetings  
Give reasons to members to be dedicated  
Free prizes

Explain that you miss school for FBLA  
Lettering  
Group Awards  
Individual Awards  
Cook-outs  
Lock-ins  
Dances  
Concerts  
Explain that it looks good to colleges, and employers  
Explain that you meet new people  
Explain that you meet interesting and attractive people  
Word of mouth

Table Four

Booth at registration  
Social Events  
Hold Meetings for people interested  
Advertise (facebook, myspace)  
Announcements  
Newsletters  
E-mail Reminders/Invitations  
Call potential members  
Incentives

Table Five

FBLA Fun Night  
Transition Night  
FBLA Carnival  
Orientation  
Advertise  
Monthly Doughnut Day  
Free gifts  
Announcements  
Invite Online  
Decorate FBLA room for Excitement  
Meetings for people interests  
Signs around school  
Newspaper (school, local)  
School TV  
Booth at lunch