



## Recruitment Activities

### 1. Meet and Greet Recruitment Booth

Find a place at your school that has a great amount of foot traffic and set up an FBLA recruitment booth in the area for a second semester recruitment drive. This is an opportunity for you to meet and greet potential members. When preparing your booth, keep these points in mind:

- Attract them with giveaways (Candy, Food, Brochures, Raffle for all who sign up)
- Stand out (BIG Sign, Bright shirts, decorations)
- Creatively convey FBLA-PBL Activities (Conference Video, Chapter Scrapbooks, Display Awards)
- Be organized (Have a sign up sheet where you can collect contact information, Have applications and a receipt book for people who want to sign up and pay dues)
- Be a step ahead (Use this booth as an opportunity to promote an upcoming event)
- Be Welcoming (Have many people at the table, smile as people walk by)

### 2. Chapter Welcome Bash!

I'll admit...the term "Meeting" often brings visions of boredom. Forget the second semester *Welcome Meeting* and make it a *Welcome Bash!* We all know that people who join organizations get to partake from the benefits. There are many benefits to joining FBLA which includes having fun! Show them how fun this organization is and they will be more likely to stay a little bit longer to experience the benefits. Make your introduction of the organization entertaining and brief. Then implement a creative agenda full of icebreakers and networking opportunities. Welcome meetings are full of people who do not know anyone. If a potential member makes a friend, they will feel more comfortable and willing to stay. If you have room in your budget, you may also want to serve refreshments.

### 3. Howdy Partner

Thomas Edison, when asked why he had a team of twenty-one assistants, said, "If I could solve all the problems myself, I would." Partnerships can greatly benefit your chapter. FBLA chapters have much to offer other organizations. As chapters, we must also remember that we cannot succeed alone. Developing partnerships can be beneficial to both parties. Successful chapters have found working partnerships with the following organizations:

- Other School Clubs/Organizations. Co-sponsor an event that both organizations can benefit from such as a guest speaker or workshop. At the beginning of the event, have both your chapter and the other organization take a few minutes to talk about their organization.
- Career Center/Guidance Officer: Many students turn to the career center/guidance office for career guidance. FBLA-PBL is also a place where students can prepare for their careers. Volunteer at the Career Center/Guidance office in exchange for recruitment opportunities with their students.

Each school has different opportunities for partnerships. See what is available at your school. Get creative! Everyone can benefit from being knowledgeable about business.

#### **4. Etiquette Dinner**

Many important business meetings are held over lunch or dinner. Proper etiquette is something that all students should have knowledge of. Plan an etiquette dinner. To help alleviate costs, find a local restaurant that is willing to donate food and charge participants who are not members. An event such as this, if marketed correctly, can yield a great turn out! This event is appealing to potential members because whether they decide to join or not, they still benefit by learning about proper etiquette. Your chapter benefits because this is your opportunity to showcase our organization. Show a quick slide show before or after dinner to entice your participants to join. You may even offer to put forth their dinner etiquette fee towards their membership dues.

#### **5. The best recruitment activity...Just Ask!**

After many years of recruiting, I have come to realize that the most successful method is very simple....Just ask! Your chapter may be doing really well with developing great activities; however there are many prospective members that still need a little push to take that extra step towards membership. Talk to people you encounter through campus. Share your personal FBLA experiences with them and highlight the benefits that come along with membership.