Recruitment

Recruiting Student Members

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Recruitment

The most important resource any organization has is its membership. The more dependable, enthusiastic members you attract— the more you can accomplish. Make your chapter stronger by keeping these points in mind.

- A large and diverse membership makes for rich brainstorming sessions and unique projects.
- Individual workloads are lightened when there are more hands to do the work.
- Bigger is better— when it means that you have resources to dedicate to many worthy activities.
- FBLA-ML’s recognition and influence are assured when a larger portion of your student body and, by extension, your community is involved in your activities.
- Your members enhance the chapter as a whole— while the chapter enriches your members.

RECRUITING STUDENT MEMBERS

1. Form a recruitment committee:
   - Involve both returning and new members.
   - Assign specific responsibilities and accountabilities.
   - Ensure adequate resources (human, financial, time, etc.) are allocated.

2. Set realistic goals.
   - Set goals that are challenging, but not overwhelming.
   - Make sure everyone involved is committed to the goals.

3. Discuss and plan a winning strategy: Assess your membership. Know your membership base. Has it increased or decreased over time? Go over your past membership records. Chart your findings to better visualize your growth. Once you understand these findings, you can set much more targeted, more realistic membership goals.
   - Start by making sure you know your market and your potential members.
   - Focus a brainstorming session around the true benefits of being involved in FBLA-ML.
   - Talk with other chapters to discover successful programs.
   - Utilize the recruiting materials provided by the national and state chapters.
   - Identify incentives to motivate both current and prospective members.
   - Involve everyone who can help (faculty, counselors, administration, parents, friends, state officers, national officers, etc.)

4. Develop detailed work plans to implement the techniques that you select:
   - Assign work to individual members and delegate.
   - Develop specific timelines.

5. Implement your plans, then follow through:
   - Evaluate your plan regularly to make sure it’s working. Make adjustments as necessary.
   - Remain open and flexible.

6. Get started!

Special Recognition

FBLA-PBL, Inc., recognizes local chapters who either (1) increase membership over last year’s total or (2) recruit 100% of a single course as chapter members. Application forms for the Membership Achievement Award and the 100% Class Participation award are included in the Chapter/Member Recognition section.
Step 1 – Publicize!

☐ Display official FBLA-PBL posters from the Chapter Management Handbook.

☐ Make flyers with catchy slogans and important information to give out between classes or to hang on the wall.

☐ Explain the benefits of joining FBLA-ML.
  – Acquire leadership skills
  – Win recognition through the MAP program
  – Become part of a team
  – Gain community service experience
  – Meet new people
  – Meet business professionals
  – Have fun!

☐ Set up an exhibit booth during the first few days back to school to explain the benefits that FBLA-ML provides.

☐ Place an ad in your school newspaper about FBLA-ML.

☐ Send a letter to every teacher/faculty member in your school asking them to recommend students who they feel would be interested in or benefit from FBLA-ML. Compile a list of names and send these students invitations to a meeting.

☐ Talk it up! Members who are enthusiastic about FBLA-ML will spark an interest in other prospective members.

☐ Create a chapter newsletter.

☐ Obtain a bulletin board in your school to publicize FBLA-ML.

☐ Download one of the informational power point FBLA-PBL presentations from the Web site (www.fbla-pbl.org) and show it at a chapter meeting.

Step 2 – Give Incentives!

☐ Sponsor an event to gain publicity for your chapter such as:
  – A pizza party.
  – A business or educational opportunity such as a tour of a local business.
  – A concession stand at a school event.
  – A seminar, lecture, or workshop involving local business people.

☐ Serve refreshments at meetings.

☐ Make meetings as fun, enjoyable, and interactive as possible. Icebreakers and getting-to-know-you exercises serve this purpose well, especially when bringing together new members. Try the one below in a local chapter meeting.

Every student is asked to write one word down from a pre-chosen category (i.e. vegetables: carrot; cats: Siamese; bird: duck). All names are put into a container and then everyone must randomly choose one. The facilitator and officers help tape the paper to each person’s back. Allow 5-10 minutes (depending on the group size) for everyone to figure out what he/she is. Players must ask each other “yes” or “no” questions (i.e., “Am I green?, Am I big?, Am I small?”) but no one may ask the same person more than one question at a time. Mingle! Mingle! Mingle! After 5-10 minutes, each person must announce who or what he/she is before removing the sign.

☐ Hold an ice cream party for members to become familiar with the objectives of your chapter and to get acquainted with other members.

☐ Present members with T-shirts, certificates, and pins.

Step 3 – Offer Rewards!

☐ Go out to dinner as a chapter.

☐ Hold ice skating or roller blading parties.

☐ Have a swimming party.

☐ Institute a rating system where each activity has a specific point value. At the end of a designated time period, give a prize to the member with the most points! (See the sample point system in the Local Chapter Organization section, page I-5).

☐ Display awards.

☐ Give a prize to the member who recruits the most new members.

Step 4 – Enter Competitions!

☐ Enter members in the competitive recognition events on all levels: regional/district, state, and national.

☐ Enter members in the many different membership programs that FBLA-ML offers. (Information and details on these programs may be found in the Chapter/Member Recognition section).
MEMBERSHIP BUILDING IDEAS

The members of FBLA-ML are the most important part of the organization. To maintain this membership and to continue to expand, the local chapter executive board must take responsible to recruit members. Getting members to join is an ongoing effort. Many chapters sponsor both a first semester and a second semester recruitment campaign targeting the non-members in their school. Chances are that if the non-members’ peers are in FBLA-ML, then he/she will be more willing to join. Chapters that are successful in increasing membership numbers have found that the key to growth is planning and implementing a variety of different chapter activities. These chapters realize that recruiting and signing up members is only the first step in the process. Officers and advisers can encourage full attendance at meetings by making sure that activities sponsored by the chapter reflect the wishes of the group, not just those of the officers or the most vocal members. Officers need to realize that people’s time is valuable, so make sure that all activities have a purpose and an agenda, and then stick to them. Brainstorming sessions should be held regularly and ideas that come out of them should be followed up. The successful chapters make time for socializing and plan at least one activity per semester that is just for fun. Listed below are membership building ideas from chapters across the country.

Recruitment

- Have your local officers speak to business classes and to other classes.
- Create “Ask Someone who Knows” posters and have current members wear stickers with the same wording.
- Have a table or booth at a school function.
- Provide members with a bookmark with the selected theme.
- Be creative! Use a theme such as "Fishing for a Few New Members." Officers can prepare fish hats for each new member which they can wear at their first official FBLA-ML meeting. Make sure that you take a photo of your "Catch of New Members" and prepare a newspaper article for the school and the local newspaper.

Public Visibility Projects

- Write articles for: Tomorrow's Business Leader and the school newspaper.
- Contact the local newspaper and have them publicize your chapter's activities (send them press releases).
- Create a chapter Web page.
- Conduct a radio interview about FBLA-ML.
- Have television coverage of chapter activities/meetings.
- Design a chapter poster.
- Purchase an electronic billboard to post upcoming activities and deadlines.
- Create a chapter display case (keep up-to-date pictures, articles, and awards).
- Design chapter T-shirts (get creative!).
- Appoint a Public Relations Committee.
- Utilize the school intercom to remind members of events, and bring attention to members’ accomplishments.
- Have local officers wear name badges to meetings, FBLA-ML functions, and conferences.

Ideas for Local Meetings

- Invite local businesses to give presentations.
- Conduct FBLA-ML trivia games and Quiz Bowl competitions.
- Sponsor public speaking practice events.
- Plan icebreakers ("Games Trainers Play" and other books like this available at any bookstore in the Self-Help section are helpful).
- Plan study time for competitive events.
- Have team building or leadership activities.
- Sponsor joint meetings with other local FBLA-ML Chapters and other student organizations.
- Invite special guests to give presentations (State/National Officers, local business people, motivational speakers, local celebrities – news anchors, local athletes, local politicians).
- Make a video project to recruit FBLA-ML members, to activate/reactivate chapters, or to obtain corporate sponsorship.
- Plan parties for special occasions.
- Show business videos (dress for success, public speaking, parliamentary procedure, etc.).
- Make a chapter scrapbook.
- Have a Member of the Month.
- Hand out a FBLA-ML Fact Sheet summarizing the programs and activities of the organization.
Professional Activities

- Establish a career shadowing program for members.
- Form a local business advisory committee.
- Sponsor field trips to businesses.
- Attend Chamber of Commerce meetings.
- Hold an entrepreneurship session.
- Sponsor a businessperson panel. Invite several local businesspersons to attend a meeting and discuss their careers. Include question and answer time.
- Hold a leadership training session for newly-elected officers.
- Participate in the Middle Level Achievement (MAP) program.

FBLA-PBL Week (2nd Week of February)

- Sign a local chapter FBLA-PBL proclamation with the Mayor proclaiming National FBLA-PBL Week.
- Wednesday is set aside as FBLA-PBL Adviser Appreciation Day! Honor your local chapter adviser with a gift.
- Sponsor a Faculty Appreciation Breakfast.
- Sponsor a Local Business persons’ Breakfast.
- Sponsor a different activity during each day of this week. For example:
  - Monday: FBLA-PBL T-shirt and Sweatshirt day.
  - Tuesday: Cookie Day for members.
  - Wednesday: Business Attire Day.
  - Thursday: Blue and Gold Day.
  - Friday: Cake Day for members.
- Have radio and newspaper ads.
- Decorate the school/campus with posters promoting FBLA-ML.
- Tour a business.
- Invite parents, administrators, and the community to attend a meeting.
- Sponsor a Staff Recognition Day.
- Sponsor seminars on the world of work (education, media, law enforcement, finance, medical, etc.)
- Give fruit baskets to faculty.
- Prepare a bulletin board.
- Celebrate FBLA-PBL Community Service Day on Saturday.

American Enterprise Day (November 15)

- Create and place posters around the community and in school.
- Sponsor a business guest speaker at a meeting.
- Have a business trivia game for the membership at a meeting.
- Sponsor Free Enterprise poster contest for elementary students.
- Prepare a free enterprise Microsoft® PowerPoint® presentation to present to area elementary schools.
- Prepare an article for the local and the school newspapers.
- Write a letter to the editor of the community newspaper on the topic of American Enterprise.

Partnership with Business

- Attend a business organization’s luncheon (i.e. Rotary Club).
- Do a database mailing for a local business.
- Have members offer to be Internet researchers for companies.
- Design Web pages for businesses.
- Help businesses with their inventory.
- Hold your chapter’s installation and initiation ceremony at a local business preceding a tour of the facilities.
- Hold a social hour with business professionals.
- Participate in The Stock Market Game and have a stock-broker speak at a meeting.

Social Activities

- Host an annual picnic at the beginning of the school year for prospective members to ask questions and to learn about FBLA-ML first-hand.
- Have members do Christmas caroling. Follow this up with a Christmas party.
- Have joint activities with other school organizations such as bowling, pizza parties, taco buffets, etc.
- Have an end-of-the-year banquet with a slide show.
- Sponsor a movie party.
While recruitment is crucial to the success of a chapter, retaining members is also an important goal. Activities should be planned to spark the interest of the faithful members. Remember to use meeting to inform your members on upcoming events such as community service, competitions, and workshops. Below are some additional tips:

- Offer incentives for members to join for an additional year (i.e., special membership pins, special FBLA-PBL items, special certificates, etc.).
- Offer free food at meetings.
- Host a special chapter retreat for all past members to help develop ideas for recruiting new members. Goals such as the following could be developed:
  - To increase membership by 10%.
  - To have every past member recruit one new member.
  - To increase membership by doing more to get our names out in the community and in the school.
  - To create thank you cards (or holiday cards) to show appreciation to all of our members.
  - To create and distribute a brochure to new students.
  - To create and distribute a monthly chapter newsletter to keep all members informed of important activities at the local, state, and national level.
- Get past members involved in organizing activities and projects. Build on their experience to make the chapter successful.
- If a past member recruits a new member, award them a prize.
- Be flexible with events and meeting schedules.
- Implement a mentor program, teaming up new members, with your experienced members – make them feel important.
- Show appreciation for past members by honoring them as part of the ceremonies for a induction ceremony for new members or an officer installation ceremony. Recognize any members who received recognition in the Middle Level Achievement Program.
- Implement a "Hall of Fame" for past members. Four or five outstanding past members could be inducted into this Hall of Fame each fall (display their photos and bios in an ongoing scrapbook).
RECRUITING YOUR SCHOOL ADMINISTRATION

Your FBLA-ML chapter is one of many activities sponsored by your school. By keeping your school’s officials and administrators involved and aware of your activities, you will show them that your program is among the most valuable to the school. Depending on your school’s particular organization you may want to target decision-makers such as department heads, guidance counselors, principals, assistant or vice principals, school district administrators, and school board members. You can ask school officials to attend any of your regular meetings or special events such as an officer installation ceremony or new member induction ceremony. Recruit them to make a speech or presentation to your membership and your guests. As your chapter activities grow and flourish during the year, keep school officials informed of your progress and success. Send them periodic updates telling them what you have accomplished, how the school and its students/faculty benefited, and what you are going to do next. Make your chapter available to support and assist school officials. Volunteer to help with school projects, Make sure that your chapter has good visibility in supporting the school or other school organizations.

RECRUITING PROFESSIONAL MEMBERS

FBLA-PBL’s Professional Division offers established businesspersons the chance to help, teach, and encourage the rising generation of business leaders. Professional members give students the chance to work one-on-one with experienced leaders.

Who Can Join: Anybody – former members, employers, educators, parents, businesspersons, community supporters – who has an interest in FBLA-PBL can become a Professional Division member.

Membership Options: The Professional Division offers two types of membership. Dues for the basic, one-year membership are $23 per year ($8 of this amount is rebated to the state chapter). Lifetime membership is available for a one-time fee of $350 ($50 rebate to the state chapter), or for ten installments (on a credit card only) of $37.50 each. Members receive The Professional Edge, PBL Business Leader, and Tomorrow’s Business Leader. They also receive hotel and car rental discounts. Registration fees for the FBLA-PBL national conference are waived for lifetime members paid in full. See the Professional Division Member Application form at the end of this section.

Chapters Rewarded for Recruiting Professional Division Members

Every time a person joins the Professional Division through a chapter, that group gets credit. When a chapter brings in many Professional Division members, it has a chance to win recognition on the regional and national level. This includes a plaque or a trophy to bring back to their school.

Professional Division Membership awards are presented at the National Leadership Conference in the following categories for both FBLA and PBL Chapters:

- Largest State Chapter Membership – Professional Division (by affiliation)
- Largest Local Chapter Membership – Professional Division (by affiliation)

In the fall and in the spring, one overall national award is presented to the local and state chapter (by affiliation) for Largest Chapter – Professional Division.

The dues receipt deadline for recruitment of professional members to qualify for these awards is the first Friday in April.

How to Recruit

Recruiting professional members is not so different from recruiting student members. Identify individuals who have an interest in FBLA-PBL and who support its goals and ideas. Then, communicate benefits that they will receive as a result of their participation.

- Local Chapter Involvement. Interaction with members, community service, and tours.
- Conference Experience. Workshops, travel, company representation.
- National Membership card. Discounts for Alamo car rental and Cendant hotels (Days Inn, Howard Johnson, Knight’s Inn, Ramada Inn, Travelodge, and Wingate Inn.)
- National Publications. The Professional Edge, and either Tomorrow’s Business Leader or The PBL Business Leader.
- Interactive Web site. Contains information and allows for idea exchange.
Your chapter can offer professional membership to area business leaders, chapter boosters, parents, teachers, administrators, and alumni. You can give gift memberships to show your chapter’s appreciation or admiration, or you can use the following steps to recruit potential members:

- Form a professional membership recruitment committee.
- Set realistic goals for your professional membership. How many members do you want? What would you like them to contribute to your chapter? What activities would you like them to assist with/co-sponsor?
- Brainstorm, in committee, to generate a list of individuals.
- Discuss and develop a recruitment strategy. What are the benefits of professional membership? What will membership responsibilities entail?
- Have committee members set up appointments with and make presentations to the individuals and/or business groups on your list.
- Conduct your meetings. Be sure to be on time, appropriately dressed, concise, well organized, and respectful of the business professional’s time.
- Follow up with potential members. Write thank you letters and notify interested individuals of the next step that you wish them to take – payment of dues, upcoming meetings or events, etc.

**Working Together**

A professional member can do much to enhance your chapter and its activities. You can use professional members as the core group in establishing a Business Advisory Council for your chapter. Business Advisory Councils are made up of between five and ten business leaders in your community – representatives from local companies, small businesses, and the professions.

Use your chapter as a resource for information and problem solving. Your council can give your chapter an inside track on business: council members can set up tours, assist in matching donations for fundraisers, sponsor and underwrite chapter activities, serve as role models for Shadow Days, and much, much more.

A professional member can do much to enhance your chapter and its activities. Depending on the particular affiliation of the professional member, he or she can:

- Serve as a boosters group.
- Start a speaker’s bureau.
- Share real-life experiences at meetings and workshops.
- Arrange tours of local businesses, organizations, and facilities.
- Network with media contacts.
- Provide logistic resources (conference space, office equipment).
- Serve as mentors in the competitive recognition events and other programs (stock market games).
- Judge at local and state competitions.
- Help raise funds through corporate donations.
- Provide job shadowing opportunities.

**What can you do for them?**

- Host an appreciation luncheon, dinner, or picnic.
- Offer to do some spring or fall cleaning for their business.
- Write articles for their business or organization newsletter.
- Assist the business or organization with a charity activity.
- Offer an Internet course.
- Advertise them and their services at your school.
### FBLA-PBL Professional Division
#### Membership Application Form

Name: ________________________________  Occupation: ________________________________

Mailing Address: ________________________________  Home Phone: ________________________________

City: ________________________________  State: _________  Zip: ________________________________

Employer: ________________________________  Business Phone: ________________________________

Business Address: ________________________________  Business Fax: ________________________________

City: ________________________________  State: _________  Zip: ________________________________

Specify Affiliation:  □ FBLA  □ PBL  □ FBLA–Middle Level

E-mail Address: ____________________________________________

Membership Type:  □ Annual ($23)  □ Lifetime ($350)

Credit Card:  □ Visa  □ MasterCard  Card #: ________________________________  Exp. Date: ________

Member History (please check all applicable categories):

- New Member
- Former FBLA Member
- Businessperson
- Renewal
- Former PBL Member
- Adviser
- Parent of Member
- Friend of the Association
- Other

Credit _________ state chapter with my membership.  Credit the following school for my membership: _________

**Make checks payable to: FBLA-PBL Professional Division**

Send to:  Professional Membership Dues

FBLA-PBL, Inc.

1912 Association Drive

Reston, VA  20191-1591

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### Business Advisory Councils

You can use professional members as the core group in establishing a Business Advisory Council for your chapter. Business Advisory Councils are made up of between five and ten business leaders in your community – representatives from local companies, small businesses, and the professions.

Use your chapter as a resource for information and problem solving. Your council can give your chapter an inside track on business: council members can set up tours, assist in matching donations for fundraisers, sponsor and underwrite chapter activities, serve as role models for Shadow Days, and much, much more.
Gift Membership in the Professional Division

Do you have a businessperson in your community that helps out your chapter? Does your administrator or other teachers help with your chapter activities? Have you thought about honoring them with a gift membership in the Professional Division?

As professional members, your chapter’s supporters can continue to work with your members. They will receive national publications such as *The Professional Edge*, *Tomorrow’s Business Leader*, and *The PBL Business Leader*. By receiving these publications, they stay informed about all of the benefits and opportunities that FBLA-PBL provides.

To give someone who has helped your chapter a gift membership, simply fill out the Professional Division Application form on the previous page, and enclose either the annual ($23) or the lifetime ($350) fee. Use the certificate below to present your Professional Division Gift Membership at a meeting or an official ceremony such as the officer installation and new member induction ceremony that is described in the Local Chapter Organization section.

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**Future Business Leaders of America—Phi Beta Lambda, Inc.**

*In recognition of your continued support, we proudly present you with a “gift” membership in the Professional Division of FBLA-PBL.*

Thank you for your dedication!

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Adviser  Date  President
Where do you fit in?
The driving goal of FBLA–ML is to train future business leaders to be contributing members of society. Members benefit from leadership and training, contact made through networking, and opportunities to apply their knowledge through business-related activities. Membership benefits include:

- Community service experience
- Friendship and fun
- Informative publications
- A membership card
- One free skills certification from Brainbench
- Leadership development and achievement
- Networking opportunities

It’s not who you know, it’s who knows you! Through active involvement in FBLA–ML, you will make connections to the business world and form networks and friendships that will last a lifetime. FBLA–ML will give you the opportunities, experiences, and confidence to achieve your dreams! Join now and open the door to your future!

FBLA–PBL Pledge

I solemnly promise to uphold the aims and responsibilities of Future Business Leaders of America–Phi Beta Lambda and, as an active member, I shall strive to develop the qualities necessary in becoming a responsible business leader.

FBLA–PBL, Inc.
1912 Association Drive
Reston, VA 22091
(800) 325-2946
membership@fbla.org
www.fbla-pbl.org

FBLA–ML

Learn to Lead!
Network with business and community leaders!
Develop friendships!
Gain experience!
Earn Recognition!

All these adventures and more await you when you become a member of FBLA-Middle Level.

Local Adviser Contact:

National Office:
FBLA–PBL, Inc.
1912 Association Drive
Reston, VA 22091
(800) 325-2946
membership@fbla.org
www.fbla-pbl.org
Future Business Leaders of America-Middle Level
The mission of FBLA-Middle Level is to bring business and education together in a positive working relationship through innovative leadership and career development programs.

FBLA–PBL, Inc. is the premier organization for students preparing for careers in business. FBLA–ML offers students the chance to experience leadership and other fundamentals of success, while engaged in fun and rewarding activities. Members learn through participating in a variety of projects and events that help them build their skills, while contributing to the improvement of the community in which they live, their school, and their chapter.

The Association
Future Business Leaders of America–Phi Beta Lambda, Inc. is a nonprofit 501(c)(3) educational association of student members interested in business. The association has four divisions:
- FBLA Middle for junior high and intermediate school students (grade 5–9) – our fastest growing division!
- FBLA for high school students (grades 9–12)
- PBL for post-secondary students
- Professional Division for individuals who support the goals of the association.
An additional 13,000 business educators sponsor and support FBLA and PBL programs on the local level as teachers/advisers.

Purpose
The mission of FBLA–ML is to bring business and education together in a positive working relationship through innovative leadership and career development programs. The specific goals of FBLA–ML are to:
- n Strengthen the confidence of students in themselves and their work
- n Create more interest in and understanding of entrepreneurial careers and American business enterprise
- n Encourage members in the development of individual projects, which contribute to the improvement of home, business, and community
- n Develop character, prepare for useful citizenship, and foster patriotism
- n Encourage students in the awareness of occupational goals
- n Assist students in the awareness of occupational goals
- n Facilitate the transition from school to work

Membership
Membership is open to all students who are enrolled in a business or a business-related class. Anyone who wants to be a success in the future and who is in grade 5–9 can join the middle level division of FBLA.
FBLA–PBL has a combined membership of over 250,000 active members in over 13,000 nationally chartered chapters in the U.S., Puerto Rico, Virgin Islands, Germany, the Bahamas, U.S. Territories, the Cayman Islands, Bermuda, Ontario, Canada, and Department of Defense Dependent Schools worldwide.

Programs & Activities
FBLA–ML members participate in a broad range of projects and ventures both in and out of school. They support school activities, organize community service projects, participate in fund-raisers, and create publications. Members gain a connection to the business world by interacting with local business leaders through business tours, business speakers at meetings, and job shadow experiences. Students also have the opportunity to win awards on the state and national levels.

National Programs and Awards
FBLA–ML has just added an exciting new program called the Middle Level Achievement Awards Program (MAP). This program, exclusively designed for our middle level students focuses on the following areas: Competitive, Individual Recognition, Chapter Recognition, and Membership Recognition. FBLA–ML members have the opportunity to participate in activities ranging from Desktop Publishing to Computer Slide Show Presentation and Proofreading and Editing. Members can also compete for three individual recognition levels designed to reward member who excel in their FBLA participation. Pins are awarded to members achieving each of the three levels.

Community Activities
FBLA–ML is about using teamwork to accomplish common personal and social goals. In keeping with this spirit of cooperation, FBLA–PBL, Inc. has formed partnerships with national organizations to provide its membership with a range of exciting and innovative programs and activities. Members gain recognition and valuable experience through their participation in programs such as the March of Dimes, Junior Tours, and the Stock Market Game as well as national celebrations such as American Enterprise Day, FBLA–PBL Week, and Join Hands Day.

Leadership Development
Students have the opportunity to serve as local chapter officers. Members who aspire to leadership roles gain the experience of running a campaign, working closely with local chapter advisers, and playing an important role in the development of the program of work for the year – not to mention the experience of leading the chapter in its activities.
FBLA–PBL, Inc. is the world's largest youth volunteer force for the March of Dimes as well as many other regional and national nonprofit organizations. Come make a difference and gain valuable leadership skills by planning project and serving your community.
RECRUITMENT LESSON PLAN

NBEA Standards/Lesson Objectives

☐ Lifelong Learning
- To describe the benefits of participating in school and community activities.
- To demonstrate appropriate interpersonal skills when working with others in small groups.
- To demonstrate the ability to work as part of a team through projects, activities, and meetings.
- To demonstrate the ability to work independently.

☐ Problem Solving
- To demonstrate critical, creative, and analytical thinking to solve both group and individual problems.

☐ Communications
- To communicate in a clear and correct manner when participating in a group discussion for problem resolution.
- To use technology to enhance the effectiveness of communications.
- To participate as a productive member of a group.

Introductory IceBreaker to Lesson Plan:
(Time: 5-10 minutes)

Jelly Bean Jam. In each envelope insert nine jelly beans of different colors. Give an envelope of jelly beans to each student. Tell your students that the object of this game is to get nine jelly beans of the same color. To do this, they are to ask others for the color of the jelly bean that they want and then trade one of theirs. They may trade only one jelly bean at a time. The first person to get nine same color jelly beans is the winner. Award a prize to the winner.

Notes:
- In order to recruit and maintain student members, you need to make all members feel important and part of the group.
- Adding an IceBreaker where students can interact at a meeting helps make students interested.
- The best source of recruitment is motivated students. Those students who have fun at a meeting will “spread the word” to other students. Kids sell to kids!
- Boys + Girls + Food = Recruitment.

Reinforcement Activity: (Time: 5-10 minutes)

Mission Possible. Make four sets of puzzle pieces with a word on one part and the definition on the other. (Use recruitment tips and information from this tab – many graphics software programs such as Print Master® have puzzle makers on them or the internet offers many free downloads). Divide students into four groups and pass out one set of puzzle pieces for each group. Play the theme song from the Mission Impossible as the participants try to match the words with the definitions.

Notes:
- Through this activity we reviewed important recruit tips that will help us with our most important resource – our members.
- Know your membership base – has it increased or decreased over the time. Why or why not?
- Publicize – explain the benefits of joining FBLA-PBL.
- Give incentives.
- Enter competitions.
- Implement effective recruitment ideas and activities. (May want to refer to some of the different activities in this tab).

Reinforcement Activity: (Time: 20 minutes)

Divide students into three different groups. Each group is to elect a recorder and a spokesperson to report out. Each group works on the problem below and then reports out at the end. Collect the notes at the end and have the chapter secretary type up the ideas for possible projects.

Situation #1
You are working on trying to get more members to attend your chapter meetings. How are you going to promote this to your classmates? What recruitment ideas will you use? What incentives will you provide to get them to attend? Please list the ideas that you have.

Situation #2
Travel is an incentive for recruiting and retaining members. Your school has just given your chapter the okay to attend a “Behind the Scenes” Marketing Day at Six Flags. List some ideas on how your chapter will raise money for members to attend this event, as the cost per person is $25. Your chapter also needs to pay for transportation to this event.
Situation #3
Public visibility and public relations projects help both the school and the community become more aware of FBLA-ML and the benefits of membership. Come up with a top ten list of public visibility projects to promote your local chapter to the school and the community.

Notes:

– To recruit students into the chapter, communicate about local activities, competitions, meetings.
– Prepare posters, bulletin boards, newsletters, web pages, etc.
– Share the benefits and opportunities that FBLA-ML provides.
– Develop a local chapter informational brochure.
  • One way that people learn about things is by reading about them.
  • Businesses often use brochures to inform, educate, or persuade – quickly. They use a brochure to grab the reader's attention and get them interested enough to want to know more.
  • It should give enough information that the reader should not be left wondering “what is really about.”
  • It should give the reader the most significant and interesting facts.

Reinforcement Activity: (1 class period)
Your mission is to create a tri-fold FBLA-ML brochure informing students about the many opportunities that membership offers. Project requirements:

- Cover panel (front of brochure must include FBLA-PBL logo and name of local chapter.
- At least two photos.
- Correct spelling and grammar usage.
- Middle panels must include: Top 10 Reasons to join FBLA-ML, description of Local, State, and National activities, FBLA-ML’s goals and mission statement (found in the National Organization section of the Chapter Management Handbook.) You may also include additional information.
- The very back of the panel (when folded) should include local chapter contact information, dues prices, and the FBLA-PBL national Web site address.

Use your own judgement about format, but remember, FBLA-ML is both fun and professional and the brochure should reflect this. Use consistency throughout the publication (one font for headings and one for the body of the text; body text size 10 or smaller), and incorporate the use of at least one text box and two graphics. Printed double sided, folded on either tan or gray paper. See the Brochure Grading Sheet on the next page.
# FBLA-ML Brochure Grading Sheet

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points Possible</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct setup for brochure (six total panels, correct order of panels, correct margins, folds properly)</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Appropriate font for headings and body text (body text is relatively small—10 pt or less for entire document)</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Eye-catching front cover panel</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>FBLA-PBL logo on the cover of the brochure</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Middle panel includes: Top 10 reasons to Join FBLA-PBL, description of local, state, and national activities, FBLA-ML's goals and mission statement. Back panel includes local chapter contact information</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>At least relevant photos or used.</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Graphics are clear, professional, and add to the overall appearance of the brochure</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Professionalism/Instructions followed</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Spelling, grammar, proofreading</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>150</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Comments:**

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Student Name: __________________________________________

Date: ________________________________________________