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 name 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).
RECRUITMENT

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, employees, educators, parents, businesspersons, community supporters – who has an interest in FBLA-PBL can become a Professional Division member.

Membership: Dues for a one-year membership are $25 per year (California dues are $27/$8 of dues amount is rebated to the state chapter). Members receive The Professional Edge, PBL Business Leader, and Tomorrow’s Business Leader. They also receive hotel or car rental discounts. See the Professional Division Member Application form at the end of this section.

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, hotels, and more.

□ National Publications. The Professional Edge, and either Tomorrow’s Business Leader and The PBL Business Leader.

□ Interactive Website. 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.

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.
Name __________________________________________________________________________

Mailing Address ___________________________________________________________________

City ________________________________________ State _________ Zip __________________

Home Phone (______)_____________ Email Address ___________________________________

Employer _______________________________ Occupation __________________________

Business Address ___________________________________________________________________

City ________________________________________ State _________ Zip __________________

Business Phone (______)_____________ Web Site ___________________________________

Membership Type Annual ($25.00)/ ($30.00) California Only Lifetime ($350.00)

Payment Options Visa MasterCard American Express Discover

Card # __________________________ Exp ____/_____

Signature ____________________________________

Or make checks payable to FBLA-PBL Professional Division

Please check any areas which you would be willing to volunteer. (Use check boxes)

Workshop Presenter Speaker Judge Mentor

Competitive Events Funding Assistance Conference Assistance

Other _________________________________

May we list your information on the National Web site? Yes No

Member Affiliation. (Please check all applicable categories)

New Professional Member Former FBLA Member Businessperson

Friend of the Association Parent of Member Renewal Adviser

Former PBL Member Administrator Other _________________________________

Financial Sponsor

Specify Affiliation FBLA FBLA-Middle Level PBL

Credit my membership to this state chapter _________________________________

Credit my membership to this school _________________________________ Chapter# ________

Please mail completed application to:
FBLA-PBL, Inc. | Attn: Membership Department | P.O. Box 79063 | Baltimore, MD 21279

Membership Year_August 1-July 31, 2015
Gift Membership in the Professional Division

Do you have a businessperson in your community that helps out your chapter? Does your administrator and/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 *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 the annual ($25/$27 in California) fee. Use the certificate below to present your Professional Division Gift Membership at a meeting.

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Future Business Leaders of America

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.

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.

Local Adviser Contact:

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

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!