



***Recruitment Strategies that Work:
How to Grow Your Chapter and Retain Your Members***

 **LEADERS** FOR A
FBIA·ΦΒΑ **LIFETIME**

Why Recruit? Two Words: Career Success!

- 🇺🇸 FBLA-PBL members demonstrate increased:
- 🇺🇸 Academic motivation & achievement
- 🇺🇸 Career awareness
- 🇺🇸 College readiness & planning
- 🇺🇸 Self-confidence



Recruitment: Resources

 Membership Poster

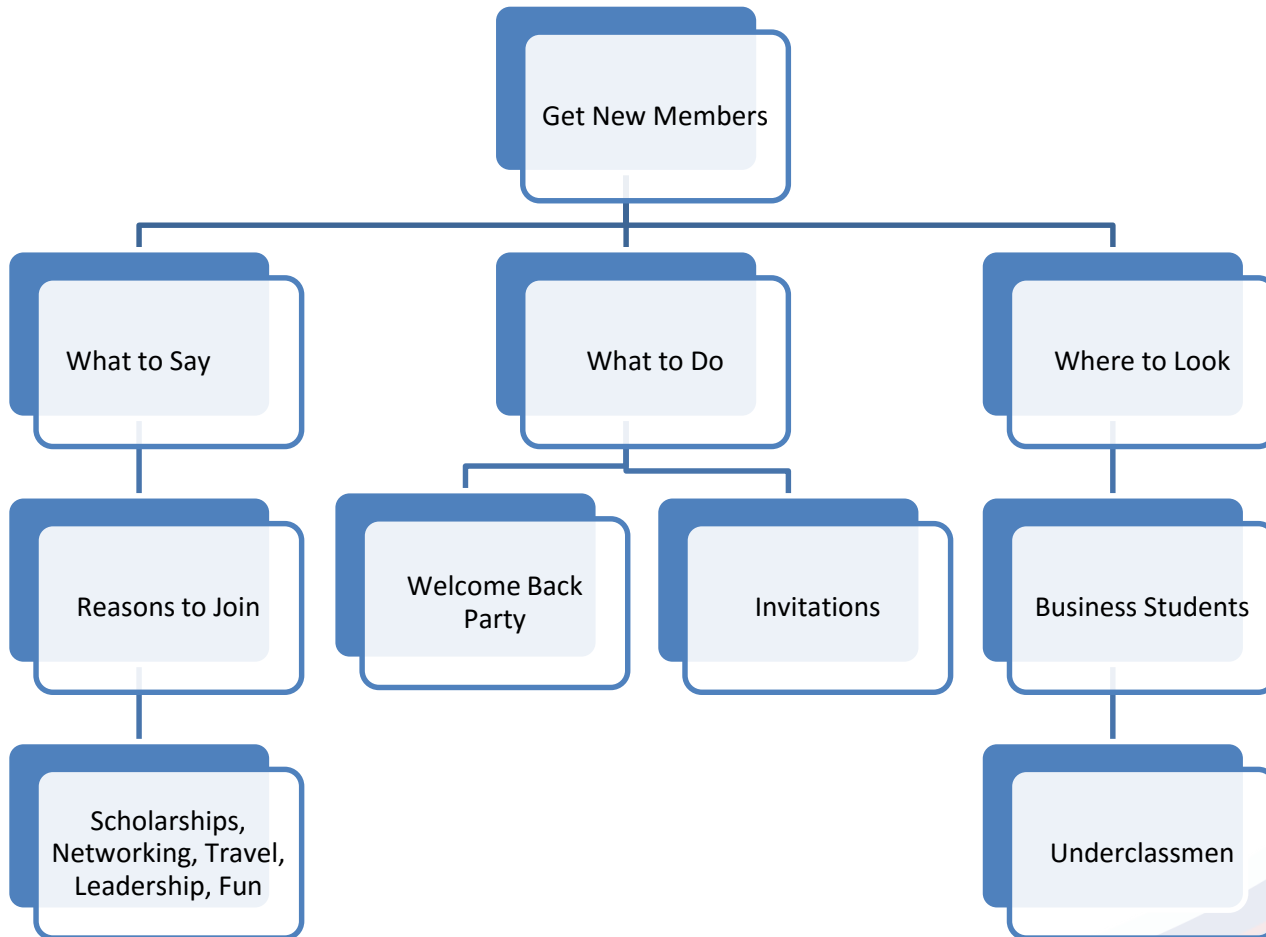
 Membership Video

 Membership Programs

 Webinars



Recruitment: Goals/Game Plan



Recruitment: FBLA-PBL Benefits

Students:

- 🚩 Sharpen Business Skills
- 🚩 Become Leaders
- 🚩 Meet People
- 🚩 Earn Scholarships
- 🚩 Gain Community Service Experience
- 🚩 Earn Recognition
- 🚩 Travel



Recruitment: Networking Tips



Be Curious

- Everyone loves to talk about him or herself
- Ask open-ended questions like “What are your hobbies and interests?”



Be Brief

- If you can't interest someone in what you are saying, you are probably taking too long to say it



Be Courteous

- Learn the person's name and use it frequently
- Smile



Be Direct

- Use eye-contact (body language is important)



Be Enthusiastic

- It's contagious!



Recruitment: 3 P's



-  Publicize success stories
-  Promote benefits (constantly)
-  Plan a campaign



Recruitment: Publicity

 Community Service Projects

 March of Dimes

 Competitive Events

 Business & Community Connections



Activity: Choose a Give-a-way

- Separate into groups of 3
- Choose item(s) from the *MarketPlace* catalog to give away
- Your Budget: \$100 total



Recruitment: Use Social Media

- Go to where your members are
- The fastest way to be informed about what is going on



Travel and Conferences as Motivators

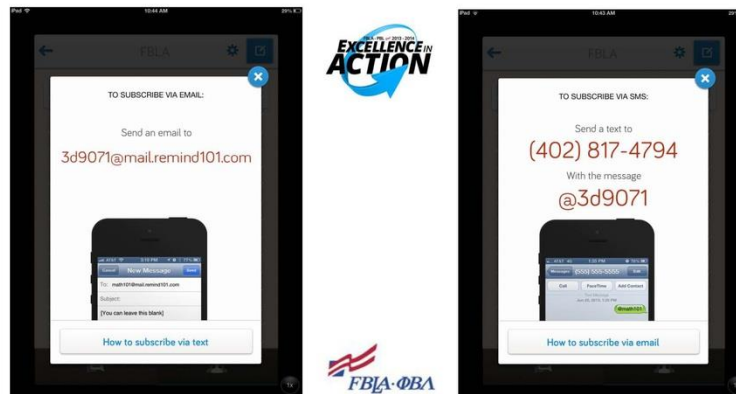
- Visit new cities
- Meet high school students from across the country
- Stay in a nice hotel
- Recognition
- Day trips to amusement parks, sports games, dinners, etc.



Activity: Recruitment Tips

- Separate into groups of 3 and list 10 recruitment tips

What's happening in FBLA?
Stay in touch and join our
Remind 101 Group!



Recruitment: Wrap Up

-  1. Why Recruit?
-  2. Member Benefits
-  3. Goals (and Tips)
-  4. Campaigns
-  5. Support
-  6. Travel & Conferences

