Chapter Recruitment

☺ Ideas compiled from chapters around the country to help build local membership ☺

By
Courtney Owen
Former FBLA National President

Public Visibility Projects

- Speak on FBLA-PBL
  - To Rotary Clubs, other civic groups, Chamber of Commerce, your School Board
  - To a school assembly
  - In your classes
  - At Middle Schools (ML Chapters)

- Write articles for:
  - Tomorrow's Business Leader or PBL Business Leader
  - State or Local FBLA publications
  - School Newspaper

- Contact local newspaper and have them publicize your chapter's activities (send them press releases)
- Create a Chapter Webpage
- Radio Interview about FBLA-PBL
- TV Coverage of chapter activities/meetings
- Design a Chapter Poster (post in area schools)
- Purchase an electronic billboard to post upcoming activities and deadlines
- Create a Chapter Display Case (keep up-to-date pictures, articles, awards, and use this medium to highlight member achievements)
- Chapter T-Shirts (get creative!)
- Appoint a Public Relations Committee

- Utilize School Intercom to remind members of events, and bring attention to members' accomplishments

☺ Ideas, Ideas, Ideas ☺

Ideas for Local Meetings

- Presentations from local businesses (cater these to members' interests)
- FBLA-PBL Trivia Games; Quiz Bowl Competitions
- Public Speaking Practice Events
- Ice Breakers (there are lots of books you can buy on this topic)
- Competitive Event Study Time
- Team building or leadership activities
- Joint meetings with:
    - Other local FBLA-PBL chapters
    - Middle Level Chapters
    - Other VSO organizations (FCCLA, FFA, TSA, HOSA, etc)

- Speakers:
    - State/National Officers
    - Local Businesspeople
    - Motivational Speakers
    - Local Celebrities (news anchors/reporters, local athletes, local politicians)

- Make a Video Project:
    - To recruit FBLA-PBL members
    - To recruit Professional Division members
    - To activate/reactivate chapters
    - To obtain corporate sponsorship

- Plan parties for special occasions
- Business videos (etiquette, business dress, public speaking, etc)
- Video tape conferences (State/Nat'l) and play during meeting (great incentive to get more members to attend conferences)
- Make a Chapter Scrapbook (be sure to take lots of pictures!)
- Have a Member of the Month

- Have an "FBLA-PBL All-Stars" Wall – add a new star with each new member's name on it

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Professional Activities

- Career shadowing program
- Local business advisory committee
- Field trip to businesses
- Attend Chamber of Commerce meetings
- Hold an entrepreneurship session
- Businessperson panel – invite several local businesspersons to attend a meeting and discuss their careers, include Q & A time
- Attend a Career Fair
- Hold a Leadership Training session for newly elected officers

FBLA-PBL Week (2nd Week of February)

- Sign a Local Chapter FBLA-PBL Proclamation with Mayor proclaiming National FBLA-PBL Week
- Wednesday = Adviser Appreciation Day!
- Teacher/Faculty appreciation breakfast
- Local businesspersons' breakfast
- Business Students Breakfast
- Wear uniforms or business dress
- Radio and newspaper spots
- Decorate school/campus with posters promoting FBLA-PBL
- Tour of businesses
- Invite parents, administrators, and community to attend meeting
- Seminars on the world of work (Education, Media, Law Enforcement, Finance, Medical, etc)
- Downtown window display
- Fruit baskets for teachers/Faculty and/or administrators
- Prepare a bulletin board

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Fund-Raisers

- Car wash
- Bake sale
- Winter dance
- Coupon books sale
- First-aid kit sales
- Concession stand at sporting events
- Prize raffles
- Football/ Basketball Game ticket raffles
- Sell flowers for Homecoming or other special school events
- Deli International food items
- Sell Christmas wreaths and garlands
- Otis Spunkmeyer cookie sales
- Candy
- My Music Card
- Haunted House
- Operate a general store

American Enterprise Day

- Posters around town, community, and in school
- CEO Day - have members dress in their professional attire to let the other students know that they are the "Chief Executive Officers of the Future"
- Proclamation with mayor
- Individual shadowing of local businesses
- Guest speakers
- Business trivia game for the membership
- Letter to the editor/newspaper article
- Article for school newspaper
- Radio announcement

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Partnership with Business

- Host an annual businesspersons' breakfast
- Conduct projects dealing with shoplifting, environment, safety, etc.
- Assist Chamber of Commerce
- Invite business speakers to chapter meetings
- Attend a local Business Organization's luncheon (i.e. Rotary Club)
- Participate in partnership with business shadowing project
- Do a database mailing for a local business
- Help businesses with their inventory
- Hold chapter's installation and initiation ceremony at a local business preceding a tour of facilities
- Hold a Social Hour with local business professionals
- Tour businesses
- Participate in the Investment Challenge and have a stockbroker come in to speak
- Work with a local bank to learn the duties of each of the different personnel

Social Activities

- Decorate a FBLA-PBL float for homecoming
- Conduct a joint meeting with another chapter
- Christmas caroling followed by a Christmas party
- Joint VSO activities such as bowling, karaoke, dance, sports event
- Pizza Party, Taco Buffet, etc.
- End of the year Banquet with a slide show
- Movie party
- Volleyball tournament
- Secret Santa
- Swimming party
- Club Olympics (different organizations competing against one another)
- Ice skating
- Adopt-a-highway
- Easter egg hunt
- Field trips (business related)

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Community Service

MARCH OF DIMES

- WalkAmerica (collect pledges per mile walked)
- WalkMania at a local elementary or middle school (poss. ML chapter)
- Blue Jeans for Babies Stickers/Buttons (sell to businesses – on a certain day all wearing them have privilege of wearing jeans)
- Dime Collection in school/classroom
- Sell March of Dimes Beanie Babies (contact local MOD branch for info)
- Poster Child (find a child who has benefited from the MOD, and tell their story)

NATIONAL LITERACY PROJECT

- Start a tutoring program between chapter members & local elementary/middle schools
- A group of chapter members read to an elementary classroom 1x wk/mo
- Book Drive
- Volunteer at Head Start, VICTORY, or other literary program
- Play Santa at Christmas and give books as presents

TOURETTE'S SYNDROME

- Have your local chapter create an informative flyer about this disorder
- Make a presentation in your classes/at a chapters meeting/ to a school assembly
- Make a Public Service Announcement (obtain from Tourette's Assoc.) on your school announcements, local radio, or news
- Speak on this topic at elementary/middle schools

OTHER PROJECTS

- Dances, Carwashes, Carnivals, Raffles, Bake Sales, Talent Shows (raise some money, have fun, all while achieving positive public visibility)
- Chapter Christmas Gift-Wrap (talk to mall management & see if you can set up a table)
- Go Trick-or-Treating for Cans – put flyers in mailboxes – then return a week later
- Volunteer at local shelter or soup kitchen
- Participate in Big Brother/Sister Program
- Sponsor an annual food/clothing drive at your school
- Visit a nursing home/ Adopt-a-Grandparent
- Adopt-a-Highway
- Any "a-thon" (ex. Twist, Jump, Read, etc)
- Buddy up with other student groups & VSO's and sponsor a huge community wide clothing or food drive
- Angel Tree or Christmas Angels (programs through Salvation Army)
- FBLA-PBL members teach free community classes (ex. Resume writing, job interview skills)
- Volunteer to do "grunt work" for local non-profit organization (answer phones, filing, do their mail-outs)