



# Chapter Management Handbook

## COLLEGIATE

Future Business Leaders of America

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# STARTING AN FBLA CHAPTER

## Adviser Roles & Duties

Every local chapter is required to have an adviser. An adviser can be a school administrator, teacher, or any faculty member.

The success of FBLA rests on the shoulders of student members. However, without the guidance of the adviser, no success would be possible. The adviser is instrumental in organizing and stimulating chapter development. They gain the support of the school administration and community.

The adviser should:

- Know about the history, bylaws, and programs of the national organization for active operation of the local chapter.
- Direct, chaperone, and coordinate supervision of chapter activities.
- Organize the selection process for chapter officers and provide officer training.
- Encourage civic responsibility.
- Maintain chapter records.
- Establish rules and guidelines to help students lead themselves while remaining consistent with school policies and state and national bylaws.
- Hold regular chapter meetings and see that they are conducted in a business-like manner.
- Assist members and officers in developing an annual Program of Work, which includes a budget, calendar, and committee assignments.
- Assist members in planning, collecting, preparing, and arranging materials to promote the chapter and its activities.
- Ensure school administrators, faculty, students, and the public are informed of chapter activities and outstanding student achievements.
- Know about the guidelines for district/regional, state, and national competitive events and activities and coordinate participation at all levels.
- Oversee financial development projects and supervise the receipt, recording, depositing, and expenditure of chapter funds.



## Adviser Roles

<b>Leader</b>	A successful adviser empowers student leaders to discover their talents and strengths.
<b>Marketer</b>	Be the voice and the advocate of FBLA to your students, school administrators, and community.
<b>Fundraiser</b>	Successful chapters are successful fundraisers. Fundraising is a great way to give your students hands-on learning opportunities in finance, sales, and development.
<b>Travel Agent</b>	Start planning now for upcoming FBLA trips. Before you go, communicate with students and share written information about conference details. After you arrive, remind students why they are at a conference or on an FBLA trip and make sure they understand FBLA's <a href="#">FBLA's Dress Code</a> , <a href="#">Code of Conduct</a> , and <a href="#">Honor Code</a> .
<b>Coach</b>	FBLA's Competitive Events Program provides students with the opportunity to expand their business skills. Review event guidelines in the <a href="#">Competitive Events section</a> of the website to begin preparing your students early for competition.
<b>Role Model</b>	Your students will look up to you and rely on you to guide their membership experiences.
<b>Networker</b>	Just as networking is an important part of business, it is also pivotal in promoting your chapter and creating professional development opportunities for your students.



## Steps to Start a Chapter

Remember, each local chapter is different. What works for one may not work for another. Find what works for your chapter and go with it. If you have questions, reach out to other advisers, your State Leader, or the National Center staff. Check out the [FBLA Collegiate Adviser Resources](#) and [FBLA Collegiate Student Resources](#) folder in FBLA Connect for additional resources and templates.

Remember, each local chapter is different. What works for one may not work for another. Find what works for your chapter and go with it. If you have questions, reach out to other advisers, your State Leader, or National Center staff.

**Important:** You may discover that you need to complete this checklist in a different order to comply with your school and state policies. This checklist is the recommended order, but you'll first and foremost need to comply with your school policies.

- **Chapter Locator:** [Check to see if a chapter currently exists at your institution.](#)
- **Research School Policies:** Talk to your student activities or student affairs office about starting an FBLA chapter to learn the steps of starting a new organization on campus..
- **Connect With Your State Leader:** Contact your FBLA State Leader to learn about events and activities in your state.
  - Learn steps needed to activate in your state and ensure they have your contact information so they can send you updates and provide support.
- **Recruit Members:** Identify at minimum 3-5 interested students to be your initial members – collect member names, contact information, and student identification numbers.
  - [Review the Membership Recruitment & Retention section for ideas.](#)
  - [FBLA Collegiate Membership Benefits Flyer](#)
- **Recruit an Adviser:** Secure a faculty or staff member willing to fulfill the responsibilities associated with this role.
  - Have your adviser complete the [Chapter Activation Request Form](#).
- **Review this FBLA Collegiate Chapter Management Handbook**
- **Develop a Plan:** Formulate a plan for your new chapter including an overview of the organization to share with your school's administration. This should include the purpose, goals, and intended activities of the organization.
  - [Year in the Life of an FBLA Collegiate Chapter Template](#)
  - Determine student leadership positions and identify members to serve in each role for your inaugural officer team. Review the [Local Chapter Officers & Committees section](#).
  - Prepare a draft of your chapter's bylaws that outlines the structure and governance of the group.

- **Get Approval from Your School’s Administration:** Complete your school’s organization registration form from the student activities or student affairs office. Some information that will likely be requested includes:
  - A finalized version of the organization’s constitution or bylaws, including information on the organization’s purpose, membership requirements, officer roles, and decision-making processes.
  - A list of proposed officers for the organization, including their positions and contact information.
  - A comprehensive list of all members who are part of the organization.
  - A preliminary budget plan outlining the organization’s expected income and expenses. Review the [Financial Management: Budgeting and Fundraising Tips section](#).
- **Connect With Your School’s Business/Accounting Office:**
  - You’ll need to pay membership dues, so find out how your school processes membership dues, travel funds, and conference registration fees.
- **Get To Know School Policies and Procedures:** Many FBLA activities require travel to off-campus events, both day and overnight.
  - Connect with your college or university’s student involvement office to understand university or college travel policy.
  - Learn about your school’s excused absence policies, chaperone requirements, faculty leave policies, and other procedures.
  - Ensure that the organization complies with all college or university policies, including those related to conduct, non-discrimination, and financial management.
- **Check on Funding Support from Your Institution:** Some institutions have means of supporting conference travel or related professional development. Find out what funding is available at your institution as well as if there are restrictions on fundraising (e.g., nutritional issues with candy sales) or service activities.
- **Meet With Your School’s Academic/Career Advisers, Dean of Students or Student Involvement Office:** Connecting with your campus administration will help to ensure key academic faculty are aware of the collegiate chapter on your campus and can help recruit new members and build chapter programming both in and outside of the classroom.
  - [Institutional Benefits of an FBLA Chapter One-Pager](#)
  - [Alignment to NACE Competencies](#)
- **Give Your Chapter Visibility:** Many schools have a yearly activities calendar. Include your key FBLA events. This is also an effective recruitment tactic.



# CHAPTER MANAGEMENT

## Effective Chapter Meetings

Meetings are a forum to brainstorm ideas, make decisions, and plan events. Regular, well-planned meetings help maintain member interest and participation in FBLA and organization awareness. Maintain a balance of business and social activities to engage members.

### Meeting Length and Frequency

How long should the meeting be? How often should you meet? These two questions will vary from chapter to chapter. It's important to find a regular meeting time and cadence.

Ensuring that minutes are completed quickly and that they are communicated to all members after a meeting is important to keeping everyone informed and engaged.

For the first meeting of the year with an established officer team, plan on at least 45 minutes to cover key items for the upcoming year.

For the first meeting of the year without an established officer team, plan for 30-45 minutes for the adviser to cover key items and give election information.

The frequency of meetings depends on your chapter's needs. A monthly meeting should be the minimum. However, if you are having a first meeting with no officers, waiting a month to hold elections would be too long. Use the national and state calendars to help you decide how often your chapter should meet.

### Other Factors to Consider

Where will you meet? Depending on the size of your chapter, you may need to reserve space on campus.

Bringing in guest speakers is one way to engage students and provide more learning and career opportunities. You can also request that a Collegiate National Officer join your meeting or event virtually: [Future Business Leaders of America, Inc. – National Center \(fbli.org\)](https://www.fbli.org/)



## Sample Agenda

1. Call to Order
2. Roll Call
3. Review of the Previous Meeting's Minutes
4. VP of Financial Development's Report
5. Other Officer Updates
6. Adviser Update
7. Committee Reports
8. Unfinished Business
9. New Business
10. Date of Next Meeting
11. Adjournment

## Chapter Bylaws

Each local chapter should have a set of chapter bylaws. These optional bylaws specify the qualifications, rights, and liabilities of membership, and the powers, duties, and grounds for the dissolution of an organization.

Local chapter bylaws must be consistent with state and national bylaws and with the FBLA, Inc. charter. Those provisions in the local chapter bylaws that derive from these higher authorities cannot be amended at the local level.

Chapter bylaws are where you establish the structure for your chapter. You can include terms for membership, the amount of chapter dues, and a list of responsibilities for your chapter officers. Check with your school to determine if there are any guidelines that should be included in your organization's bylaws.

## Important Tools & Resources

- **FBLA Connect:** Use our one-stop shop for membership, learning, and community. Add members to your chapter roster, pay dues, engage your students in meaningful learning opportunities, and share best practices with other advisers from across the country. [FBLA Connect](#) includes the following.
  - **Communities**
  - **Courses**
  - **Calendars**
  - **Resources**
- **FBLA Helpdesk:** If you have questions about FBLA Connect or any other FBLA matters, please visit the Helpdesk for answers or file a Helpdesk ticket so that a member of the National Center staff can reach out to you.



# LOCAL CHAPTER OFFICERS & COMMITTEES

## Local Chapter Officers

Student officers are the backbone of chapter operations. Having members serve as local chapter officers affords them leadership opportunities and can be a great source of assistance for an adviser.

The local chapter adviser determines the number of elected officers for their chapter. Most chapters elect a President, Executive Vice President, VP of Membership, VP of Communications, VP of Financial Development, and Parliamentarian.

Refer to your Student Government Association to understand additional methods of funding for on-campus activities and related programming.

The process for electing your chapter's officers should be outlined in your chapter bylaws. It is important that you follow the election procedure when selecting your chapter officers.

A few methods for selecting officers include:

- Election by majority or plurality vote of chapter members.
- Application process with interviews.
- Point system.
- Elect a slate of officers, then the adviser assigns specific positions to each officer.

# Officer Duties

Well-qualified and dependable officers are crucial to the growth of a chapter. Effective leaders will:

- Provide an environment where all members will grow professionally.
- Include all members in a dynamic Program of Work.
- Conduct the business of the chapter in proper parliamentary procedure.
- Maintain current records and minutes.

Below are the basic duties of chapter officers for FBLA Collegiate

## President

- Preside over and conduct all meetings according to accepted parliamentary procedure and prepare an agenda for each meeting.
- Keep members/officers and discussions on track during meetings.
- Stay in close touch with other officers, members, and advisers.
- Call special meetings as necessary.
- Represent the chapter at special functions.
- Demonstrate the qualities of a leader.
- Plan and prepare documents for all activities

## Executive Vice President

- Preside over meetings in the absence of the president.
- Oversee all committees or teams and management of assignments.
- Assist the president.
- Provide the president with an agenda for each meeting.
- Prepare the local chapter Program of Work (with collaboration from all officers).
- Work with the VP of Communications to promote national celebrations and conferences
- Lead efforts to prepare the State of the Chapter report.

## Vice President of Financial Development

- Receive and act as custodian of chapter funds.
- Keep accurate, up-to-date financial records.
- Assist in the collection of money for dues and money-making projects, such as fund-raising activities.
- Prepare a treasurer's report for each meeting

## Vice President of Membership

- Help prepare flyers, announcements, and posters to recruit new members to the chapter.
- Communicate with members who decided not to return from previous years.
- Create a presentation about FBLA at the Collegiate level for High School members.
- Organize social activities for membership engagement—an outing, bowling, year-end celebration, etc.

## Vice President of Communications

- Manage the Social Media Ambassadors (if applicable).
- Prepare the final copy of the Program of Work as directed by the rest of the officer team.
- Prepare the officer team summary reports by proofing and editing the Summary Report.
- Publish and email minutes of officer meetings within two business days after the meeting to all local members, your adviser, and state/national officers (if requested).

## Vice President of Operations

- Oversee the daily operations of FBLA's national student leadership team, ensuring alignment with FBLA's mission.
- Ensure clear communication between national officers, state leaders, and chapters.
- Oversee and ensure the successful implementation of national programs and initiatives.
- Provide operational guidance to the National President and officers to support decision-making.
- Assist in planning and executing national conferences and events.

## Vice President of Community Service (Optional)

- Preside over the Community Service Committee to decide which projects to complete during the program year.
- Contact community-service organizations. Ask for information about their group and what your chapter can do to help.
  - Examples
    - Organize a food drive for your school's food pantry.
    - Volunteer to walk pets available for adoption at a local animal shelter.
    - Visit a retirement community to spend time with senior citizens.

## Chapter Committees

By establishing committees, student leaders can help you with the day-to-day tasks that will make your chapter a success. Chapter committees are also an effective way to increase member involvement in your chapter's activities.

Consider assigning a chapter officer to chair each committee so that they can help guide the chapter and make sure they are following the Program of Work set by the officer team.

Committees are also a great way to encourage your members to take a leadership role and grow as future business leaders. And a nice benefit is the fact that you'll tap into the creative minds of your best students. Additionally, committees foster teamwork and community.

Suggested committees include Professional Development, Recruitment/Membership, Community Service, Fundraising, Social, Publicity, Competitive Events, and Awards. Your chapter can also create committees for special projects.

## Suggested Committees

Appointed committee chairs prepare brief project reports for every completed project. Many chapters have the following ongoing committees to build chapter involvement:

- **Professional Development:** Plans icebreakers and finds guest speakers for meetings; coordinates business tours and social activities.
- **Recruitment/Membership:** Tracks membership data for the chapter and develops ideas for increasing membership numbers, including planning recruitment and retention activities.
- **Community Service:** Facilitates chapter's community involvement by coordinating service activities.
- **Fundraising:** Plans chapter fundraisers in support of chapter activities, such as conferences, seminars, travel, etc.
- **Social:** Organizes extracurricular activities for the chapter.
- **Publicity:** Leads publicity efforts and external communication for the chapter.
- **Competitive Events:** Promotes information about competitive events to members.
- **Awards:** Research award opportunities such as Outstanding Chapter and scholarships for chapters and members.





## ADVANCE KNOWLEDGE and COMMUNITY CONNECTIONS WITH AWARENESS PRESENTATIONS

The Alzheimer's Association® is the leading voluntary health organization in Alzheimer's care, support and research. To increase our reach, partnerships and mission impact, we offer awareness presentations to help the community understand the disease and where to turn for support.

### Make a difference in your community

Awareness Presentations share basic disease information and resources with compelling stories of encouragement and help. Presentations can be delivered in as little as 15 - 20 minutes by trained Program Volunteers. With this flexible format, awareness presentations can fit into existing business meetings, corporate lunch and learns and community gatherings.

- » **Balance Alzheimer's facts and stories** to connect with audiences of all genres and experiences.
- » **Increase awareness** of the Association and its resources by proudly sharing our mission with the community.
- » **Meet people where they are** on their journey with Alzheimer's or dementia.
- » **Expand impact** through inclusive, audience-centric content to meet the needs of all communities.

### Expand your impact

- » **Schedule an awareness presentation** in your community with the businesses, organizations, congregations and neighborhood networks you already know.
- » **Grow your network** among fellow community leaders and form key strategic relationships by offering value-added content to your business associates, friends, neighbors and community.
- » **Increase access to local services and support** for people in your community facing Alzheimer's — a disease that affects them at home and at work.

**Contact us today to schedule an Awareness Presentation in your community.**

Phone: 800.272.3900 | Email: [volunteer@alz.org](mailto:volunteer@alz.org)





# MEMBERSHIP RECRUITMENT & RETENTION

Recruiting members is an important role for the adviser given that students may have other commitments like sports and clubs. Here are some talking points to encourage students to join FBLA and grow your chapter.

## Membership Recruitment Talking Points

- FBLA Collegiate offers members the chance to build critical skills in networking, teamwork, and communication through dynamic competitive events and leadership development programs. These experiences not only foster personal growth but also prepare students to excel in their future careers.
- As a member of FBLA Collegiate, you'll gain deeper insights into your values, interests, and strengths, while exploring opportunities for career development. Our programs provide invaluable preparation and support as you embark on your professional journey, equipping you with the tools to succeed in your desired career path.
- As a recognized Career and Technical Student Organization, FBLA Collegiate engagement on campus creates a sense of community and belonging. Members form meaningful connections with fellow students, faculty, and staff, while enhancing the overall campus experience.
- FBLA Collegiate goes beyond the classroom, offering hands-on learning experiences that align with the National Association of Colleges and Employers (NACE) career readiness competencies. These opportunities allow students to directly connect their academic knowledge with essential career skills, preparing them for success in the workplace.
- One of the most exciting aspects of FBLA Collegiate is the opportunity to travel. Conferences provide unique chances to motivate students, network with professionals and fellow advisers, and elevate your chapter's visibility on a national stage. Plus, members can earn recognition for their skills through competitions.
- Use past trips and experiences as powerful recruitment tools. Encourage your members to attend every state and national conference. Beyond competitions, they'll participate in leadership workshops, build networks, and enjoy memorable outings—whether it's amusement parks, sports events, or dining experiences. FBLA Collegiate offers unforgettable opportunities that enrich both their college years and their professional futures.

# Membership Recruitment Strategies

## Host a Recruitment Week

Some activities could include posting signs around school, creating social media posts, holding a meet-and-greet recruitment booth, and hosting ice cream and pizza parties. Be creative!

- **Give Recruitment Incentives:** Ask your officers to invite prospective members to an FBLA meeting as their guest. Promise members food such as a pizza party but not until after the meeting is over.

## Networking Tips for Current Members to Recruit New Members

Provide networking guidance for current members. Some tips to share include:

- **Be Curious:** Everyone loves to talk about themselves. Encourage them to ask open-ended questions like, “What are your hobbies and interests?”
- **Be Brief:** Have students use their elevator-speech skills to encourage other students to join FBLA.
- **Be Courteous:** Learn the person’s name and use it frequently. Don’t forget to smile!
- **Be Direct:** Use eye-contact and welcoming body language.
- **Be Enthusiastic:** It’s contagious!

## Engage High School FBLA Chapters

Encourage FBLA Collegiate members to visit high schools and use these strategies to engage seniors.

- **Share Your Journey:** Talk about your personal experience moving from high school to college and how FBLA Collegiate has shaped your academic and professional life. High school seniors want to hear about real-world experiences.
- **Keep It Concise:** Deliver a short, impactful pitch about what FBLA Collegiate offers—leadership opportunities, networking, and personal growth. Make it easy for them to see the value.
- **Make It Personal:** Start by asking them about their own plans and goals. Use their name in conversation and be sure to listen actively. A little personal connection goes a long way.
- **Be Confident:** Stand tall, maintain eye contact, and project a welcoming attitude. Show them you believe in the value of FBLA Collegiate, and they’ll be more likely to listen.
- **Show Your Excitement:** Let your enthusiasm for FBLA Collegiate shine through. When you’re passionate about the organization, it’s hard for others not to get excited too!

## Publicity

Get the word out about FBLA. Remember: Recruitment should be an ongoing process; it’s necessary for the survival of any organization. You’ll develop plenty of success stories through your basic chapter operations, with things like:

- community service projects
- competitive events winners
- recognition from state and National Center programs
- community and business outreach via guest speakers and field trips

Make sure your hard work is noticed: promote your work to your department chair, administrators, school district, local government officials, and local media. This also raises the profile of your chapter among students at your school.

Remember that event photos are an important part of any story. And encourage your existing members to Like and Share your chapter’s posts – it helps to amplify your message.





## Membership Recruitment Ideas

- **Set up a Booth:** Have members host an informational booth during lunch, after school, or at your campus student organization fair. Giving away free swag is a great way to attract students.
- **Invite Current Members and/or Alumni:** Recruit current FBLA members and/or alumni to speak with classes about the benefits of membership in FBLA.
- **Chapter Websites:** Create a chapter website to share the benefits of joining FBLA and showcase the activities your FBLA chapter is doing. This will help build awareness at your school and in your community.
- **Entice with Food:** Everyone likes free food! Have an informational session with food at the end. You can keep it simple with pizza or get creative with something like a “Build Your Own Banana Split Party.”
- **Advertise:** Reach out to your school marketing sources (school announcements, TV news, website, newspaper, social media, etc.) and ask to advertise FBLA.
- **Create a Recruitment Challenge:** Create a competition in which current members compete for who can recruit the most new members. Be sure to have a prize available.
- **Chapter T-Shirts:** Design T-shirts that members can wear around school to promote your chapter. Be sure they comply with the [FBLA Brand Center Guidelines](#).



## Membership Retention Strategies

Many states and chapters have strategies in place to recruit new members, but membership retention is even more important. Keeping the previous year's members is key to chapter stability.

Below are some best practices for retaining members.

- **Open Membership in the Spring:** A best practice to consider is opening membership for the upcoming year at the end of the previous one. You might consider a slight membership dues incentive to get sign-ups.
- **Make it Personal:** There is no such thing as a "one-size-fits-all" membership for individuals. Members enjoy it when interactions are customizable. Are your members focused on community service or leadership development? Maybe some are focused on succeeding in competitive events. Make sure your chapter has opportunities available for members with varying interests.
- **Keep a Calendar:** Create a content calendar and share it with your members so they know what's coming up. Some colleges and universities have bulletin boards across campus where you can post flyers to advertise your chapter meetings or events. Make sure to check with the student activities office for flyer approval. Letting students see upcoming activities and events helps demonstrate the ongoing value of membership and create "fear of missing out" by showing what they'll miss if they leave.
- **Listen to Members:** Survey your members regularly to find out what they want and to ensure your FBLA chapter is meeting their needs. Using this information to tailor your members' experiences will keep them engaged and entice them to renew membership next year.
- **Buddy Mentoring Program:** Create a mentor/buddy program that pairs longer-term members with newer members. This is an excellent way to engage your veteran members and use their experiences to help newer members learn more about FBLA. This can also be helpful for you as an adviser because the mentors can answer questions rather than all questions being directed at you.
- **Track Their Progress:** Consider a progress log or member accountability/recognition within your chapter. Providing a means of keeping members accountable can improve their chances of achieving positive results, which in turn can prolong their membership. The act of documenting that progress helps people to see the value of their membership, which aids retention. You can track members' involvement in chapter activities each year. Consider utilizing a point system where members earn points cumulatively throughout their FBLA careers and earn special recognition upon graduation ([graduation cords](#), [stoles](#), a special FBLA award, etc.).
- **Stay in Touch:** Prior to the end of the program year, make sure to get contact information for members. If your chapter uses social media channels, encourage members to follow your chapter for updates throughout the summer. Let them know how they can stay involved while school is out. Send a welcome and reminder message just prior to school starting and let them know when the first meeting will be held.



## FBLA PROGRAMS

Collegiate membership programs include the Outstanding Chapter Award, a series of membership engagement and career programming challenges that chapters may complete for national recognition. Additionally, the Excellence Award is the individual achievement award program for Collegiate members. It provides members with the opportunity to assess, explore, and develop critical skills needed to pursue various career paths. Programs include in-person conferences, on-demand educational and career development programming, and interactive networking opportunities. The award is credit-based, with each program worth a specific number of credits.

### Outstanding Chapter (Chapter Recognition)

The Outstanding Chapter Award allows local chapters to receive national recognition by completing tasks from areas across member recruitment, local chapter management, and related programming. A comprehensive co-curricular programming model will provide structure and support to chapters in showcasing the impact of student learning and engagement on your campus. You can find out current information about the award, like submission deadlines by visiting the [website](#).

### Excellence Awards (Individual Recognition)

The Excellence Award, the individual achievement award program for Collegiate members, provides members with opportunities to assess, explore, and develop critical skills needed for various career paths through in-person conferences, on-demand educational and career development programming, and interactive networking opportunities. Each program is credit-based, with specific credits assigned to each activity. To register for the Excellence Award, follow the steps listed on this [form](#). For up-to-date information, including deadlines, visit the [website](#).

- **Bronze Award:** 120 Credits
- **Silver Award:** 180 Credits
- **Gold Award:** 240 Credits

## FBLA Competitive Events

The Competitive Events Program recognizes and rewards excellence in a broad range of business- and career-related areas. Competitive events prepare students for successful careers in business and technology by providing opportunities to explore classroom concepts in a workforce-simulated competitive environment. They also provide foundational elements of career awareness and exploration as part of a Work-Based Learning continuum.

Competition takes place at the state and national levels. Advisers should familiarize themselves with the Competitive Events Guidelines and Policy & Procedures Manual and talk with their State Leaders to ensure they are meeting all eligibility requirements for competition.

Look [here](#) for more specific competitive event information and documents.

## Conferences

State and national conferences represent an important opportunity for students to learn, compete, network, and explore career options. Check with your State Leader to find out when your state conference will take place.

### Career Connections Conference

During this three-day event, members will have the opportunity to hear directly from recruiters, talk with young professionals, and network with other members—coming home with valuable tools to help them as they plan to start their careers. Students will also be able to take part in a case study competition, and they'll leave with a professional headshot and individual feedback on their resume. The [conference](#) is an ideal opportunity for career development for those students who are just starting to think about their job search and those who are preparing to enter the workforce shortly.

### National Leadership Conference (NLC)

More than 1,000 of FBLA Collegiate's best and brightest convene on the national stage to compete in 35 events, learn new ideas to shape their future career through workshops and exhibits, and elect National Officers for the next program year. This annual [conference](#) is considered the culmination of the FBLA experience.

## FBLA Week

Every year, FBLA members and chapters from across the country dedicate a week to celebrating their chapter's success, publicizing FBLA activities, boosting membership, thanking advisers, and gearing up for spring events and competitions. Held the second week of February, which is Career and Technical Education Month, FBLA Week is the perfect time for chapters to reflect on the progress they have made during the program year and the goals they still want to accomplish.



Each themed day is packed with activities, prizes, and opportunities to connect with the FBLA community. To ensure you and your members are ready—and have access to our FBLA Week Toolkit, with day-by-day ideas to integrate activities into your classroom—please check your email, [fbla.org/fblaweek](http://fbla.org/fblaweek), and FBLA's social media for more information. Look for your toolkit in mid-November.

## National Calendar on FBLA Connect

Look for the calendar of national FBLA events on FBLA Connect. Additional programs will be listed throughout the year, so be sure to check for more information.

# Additional Programs & Classroom Resources

## Industry Connect Webinars

Throughout the year, FBLA National will host a series of webinars featuring industry professionals who will speak on many topics. These webinars are designed to enhance students' knowledge across many areas and provide insights from those immersed in the workforce. Participation is highly encouraged to maximize the program's benefits and to learn as much as possible from these experts. Webinars are meant to be both educational and engaging, offering valuable opportunities for members to expand their understanding and skills.

You can find out more about the webinars and the schedule [here](#).

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## Affinity Groups

FBLA is launching a pilot program for an FBLA affinity group for women in the 24-25 school year. This initiative aims to gauge interest in community-focused groups and provide students with the opportunity to engage with peers who share similar experiences and interests. The program will feature tailored programming throughout the year, fostering connections, shared experiences, and mutual learning.

You can join the affinity group, FBLA Women, [here](#).

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## MBA Research & Curriculum Center Resources

The Community College/Postsecondary Ethical Leadership package includes 30 complete Learning Assistance Programs and PowerPoints hand-picked for use in the course, as well as a three-credit course guide exposing community college/postsecondary students to key ethics topics, skills, and principles, including integrity, trust, accountability, transparency, fairness, respect, rule of law, and viability.

You can access the free course in three different ways:

1. Downloadable PDFs and Word documents
2. Downloadable LMS-compatible files
3. Online via the Ethics Online portal
  - The Ethics Online system is structured similarly to the MBA Learning Center, with engaging, interactive lessons and activities for students at no charge!

[Click here to access these resources.](#)





Students in the FBLA Stock Market Game may work individually or in teams of two to five members to build and manage a successful investment portfolio of stocks, bonds, and mutual funds, using a hypothetical \$100,000.

[Click here for more information](#)

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**SIMnet**<sup>®</sup>

### **SIMnet for Microsoft Office Skills Training and Credentialing**

In the competitive landscape of higher education and the professional world, proficiency in Microsoft Office isn't just an advantage—it's an essential cornerstone of success. For FBLA students poised to be the next generation of business leaders, [SIMnet by McGraw Hill](#) is key to unlocking this essential skillset.

SIMnet is a leading training and assessment platform that develops students' skills in Microsoft Office applications. With SIMnet, students will develop their skills through instructional content, interactive exercises, projects, and exams. They can also earn up to 16 digital credentials, validating their proficiency in Word, Excel, Access, and PowerPoint. FBLA students will also have life-long access to SIMnet, giving them flexibility to learn at their own pace, upskill, and reskill throughout their academic journey.

Visit [fbla.simnetonline.com/sp/](http://fbla.simnetonline.com/sp/) to purchase SIMnet today! Select "Register Now" to get started.

# Develop In-Demand Skills in Microsoft Office and Earn Digital Credentials



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- Microsoft Word
- Microsoft Excel
- Microsoft Access
- and Microsoft PowerPoint

FBLA students will also have life-long access to SIMnet, giving them flexibility to learn at their own pace, upskill, and reskill throughout their academic journey.

### **Start Boosting Skills and Earning Credentials Today**

**Visit:**

The link below to purchase SIMnet today! Select "Register Now" to get started.

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Self-paced, online learning—no educator required

**Cost:**

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**Questions:**

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## AWARDS & RECOGNITION OPPORTUNITIES

### Scholarships & Financial Aid

Each year, FBLA and our partners offer tens of thousands of dollars in scholarships and grants to students to help pay for school, travel, and even professional attire.

Deadlines for scholarships and grants take place throughout the year. To learn more about these opportunities and how your students can qualify for them, click [here](#).

### Recognition Programs

FBLA honors outstanding students and advisers for their achievements each year at our National Leadership Conference. Check with your State Leader about these recognitions and requirements for awards.

### Who's Who

This award honors exemplary FBLA Collegiate members who have made outstanding contributions to the association at the local, state, and national levels. Each state may enter one participant who is a member of an active local chapter and on record as of paying dues by March 1 of the current school year for recognition at the NLC. The entry form must be completed by the State Leader or their designee. Criteria for selection of nominees by the state chapter should include:

- years of participation in FBLA High School and/or FBLA Collegiate activities
- extent of participation in state and national conferences
- contributions to local, state, and national projects
- participation in other activities



### **FBLA Collegiate Outstanding Adviser**

Each state may nominate one local adviser who will be recognized at the NLC for exemplary leadership, significant contributions to the development of FBLA members, and belief in the goals of FBLA and business education.

### **Gold Seal Chapters**

The Gold Seal Chapter Award of Merit (Hollis and Kitty Guy Award) recognizes outstanding local chapters that have actively participated in projects and programs identified with the goals of FBLA. Active local chapters must be nominated by the State Leader or their designee and be on record with the National Center as having paid dues by April 15 of the current school year. Each state may select two chapters or up to 15 percent of its total number of active local chapters, whichever is greater.





# INTEGRATING FBLA INTO THE CLASSROOM

## FBLA Collegiate Aligns Co-Curricular Programming Around NACE Career Competencies

FBLA Collegiate provides comprehensive co-curricular programming opportunities in collaboration with colleges and universities that support the development of National Association of Colleges and Employers (NACE) competencies. NACE identifies eight competencies that are highly valued by employers across all industries. The focus is on providing experiences that help students acquire and develop the skills and knowledge necessary for success in their future careers.

- **Critical thinking:** Identify and respond to needs based upon an understanding of situational context and logical analysis of relevant information.
- **Communication:** Communication skills are essential for success in any career. Clearly and effectively exchange information, ideas, facts, and perspectives with people inside and outside of an organization.
- **Teamwork:** Build and maintain collaborative relationships to work effectively toward common goals, while appreciating diverse viewpoints and shared responsibilities.
- **Technology:** Understand and leverage technologies ethically to enhance efficiency, complete tasks, and accomplish goals.
- **Leadership:** Strong leadership skills are highly valued by employers. Recognize and capitalize on personal and team strengths to achieve organizational goals.
- **Professionalism:** Knowing work environments differ greatly, understanding and demonstrating effective work habits, and acting in the interest of the larger community and workplace.
- **Career/Self-Development:** Proactively develop oneself and one's career through continual personal and professional learning, awareness of one's strengths and weaknesses, navigation of career opportunities, and networking to build relationships within and outside of one's organization. Our Career Connections Conferences were designed with this competency in mind.
- **Equity & Inclusion:** Demonstrate the awareness, attitude, knowledge, and skills required to equitably engage and include people across all dimensions of identity.



# Institutional Benefits of an FBLA Collegiate Chapter

Chartering an FBLA Collegiate chapter at your institution offers several distinct advantages:



## 1. Align with Your Mission

Establishing an FBLA Collegiate chapter allows you to complement your institution's rigorous academic offerings with essential workplace skills. The Collegiate program aligns with the National Association of Colleges and Employers' (NACE) career readiness competencies, providing students with opportunities to acquire real-world experience. As a result, graduates will not only have a solid academic foundation but also possess the key skills, such as leadership and critical thinking, that employers are looking for in a competitive job market.



## 2. Engage with a National Competitive Events Program

Participating in national competitive events through FBLA Collegiate provides a platform for your students to showcase their knowledge and skills in a professional setting. These events serve multiple purposes:

- **Accreditation Reports:** Results from these events can enhance your institution's academic accreditation.
- **Assurance of Learning:** Competitions serve as a measure of your institution's educational effectiveness.
- **Funding and Sponsorships:** Student achievements in these competitions can attract sponsorships and grants, further supporting your institution.



## 3. Student Career Development

FBLA's co-curricular programs and in-person conferences give students the opportunity to connect what they learn in the classroom with the experiences of professionals in the field. Students can explore and hone their career goals through this approach, entering the job market confident of their career choice and ready to make an impact in their industry.



## 4. Stay Current on Trends in Business and Industry

With business and industry landscapes continually changing, FBLA Collegiate members engage regularly with industry partners to complement their learning in the classroom. This ensures students have the most up-to-date information on emerging trends across industries and helps to better guide their career choices.



## 5. Cultivate Community-Minded Business Leaders

FBLA Collegiate chapters support the development of community-minded business leaders by fostering a commitment to societal improvement and leadership in community service. Students develop a clear leadership philosophy and approach to better understand the communities they aim to serve.



## 6. Build Community and a Sense of Belonging

As student engagement trends evolve, especially post-pandemic, the presence of an FBLA Collegiate chapter brings a sense of community and belonging to your campus. The chapter provides personal, social, academic, and professional opportunities that align with the diverse experiences of today's college students, increasing overall student satisfaction, engagement, and retention.



## 7. Connect with FBLA's Network of Leaders

Members can access an extensive network of thousands of students, advisers, and alumni across various industries, promoting career development, lifelong learning, and community engagement. This exposure not only enhances your institution's brand; it also diversifies your admissions pipeline, connecting you with innovative and talented students from around the country.



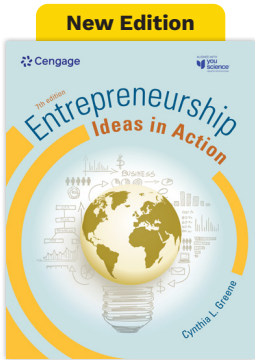
## Integrating Competitive Events into the Classroom

FBLA's Competitive Event Program allows students to apply their classroom knowledge to objective tests and real-world scenarios in their given career path. Competencies, topics, guidelines, and rating sheets are made available in advance, allowing students to review the expectations and rapidly apply what they have learned.

### Integration Ideas:

- Host a local competition using volunteers from the business community or faculty as judges to allow students to compete using an FBLA competitive event.
- Utilize Competitive Event Guidelines for class projects and select the best project to advance to official FBLA competitions.
- Break a competitive event down into manageable elements that run concurrently to your instruction.
- Review the competencies for each competitive event and how it mirrors classroom instruction or industry needs.

# EXPLORE DIGITAL SOLUTIONS FOR BUSINESS EDUCATION AND CTSO COMPETITIVE EVENTS PREP



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## Entrepreneurship: Ideas In Action, 7e

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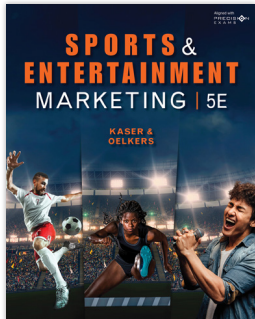
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MindTap**

## Sports and Entertainment Marketing, 5e

Students explore marketing functions within the framework of Sports and Entertainment industries with decision-making activities involving social media, ethics, strategic planning, and more. Modern examples involving high-profile athletes, actors, and musicians keep student engagement high as they work through key marketing concepts such as customer service, messaging, marketing information management, economics, promotions, selling, business ownership, and career readiness.

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# PROGRAM OF WORK

## What Is a Program of Work?

A **Program of Work (POW)** is a strategic plan that outlines the goals, activities, and initiatives your chapter will undertake throughout the year. It serves as a roadmap to achieve your chapter's mission while enhancing the experience and development of FBLA members. A well-designed POW ensures that your chapter stays organized, focused, and actively works toward growth and success.

## Why Use a Program of Work?

Creating and using a POW offers several key benefits:

- **Provides Structure:** Clearly outlines all chapter activities, ensuring members know their roles and responsibilities.
- **Aligns Goals:** Keeps chapter activities aligned with the broader goals of FBLA, enhancing the educational experience and fostering personal and professional growth.
- **Boosts Engagement:** Offers a variety of activities that cater to different interests, keeping members active and involved.
- **Promotes Accountability:** Sets specific goals and milestones, helping members stay accountable for their commitments and achievements.

## Tips for Crafting a Successful Program of Work

- **Set Clear, S.M.A.R.T. Goals:** Ensure your goals are Specific, Measurable, Achievable, Relevant, and Time-bound. This approach helps in setting realistic and clear objectives.
- **Involve All Members:** Engage your members in the planning process by soliciting their input and ideas. This builds a sense of ownership and commitment.
- **Diversify Activities:** Include a mix of professional development, community service, networking, and social events to cater to various interests and skill levels.
- **Delegate Responsibilities:** Assign roles and tasks to different members or committees. This helps develop leadership skills and ensures efficient execution of activities.
- **Allocate Resources Wisely:** Plan for the necessary resources (financial, human, material) for each activity to avoid last-minute challenges.
- **Create a Detailed Timeline:** Develop a timeline for each activity, covering planning, execution, and evaluation phases. This keeps your chapter on track and prevents last-minute rushes.
- **Monitor and Adjust:** Regularly review progress toward achieving the goals outlined in your POW and adjust as needed to stay on course.
- **Evaluate and Reflect:** After each activity, gather feedback from participants and evaluate outcomes. Use this information to refine future activities and improve your POW.

## Program of Work Categories

Organize your activities into the following categories for a balanced and comprehensive POW:

- **Professional Development** - Activities that enhance members' career readiness skills and business knowledge.
- **Networking Opportunities** - Events that connect members with professionals and peers to build valuable relationships.
- **Marketing & Public Relations** - Initiatives to promote your chapter's achievements, advocate for career and technical education, and build your chapter's brand.
- **Business & Industry Connections** - Activities that expose members to various career paths, job expectations, and the skills needed for success.
- **Financial Management** - Programs that teach financial literacy and responsible money management.
- **Service Learning** - Community service projects that help members grow personally and professionally while positively impacting their community.
- **Chapter Operations** - Administrative activities that support the effective functioning of your chapter.

## Creating S.M.A.R.T. Goals for Your Program of Work

Use the S.M.A.R.T. framework to define goals for each category:

- **Specific:** Define exactly what you want to achieve.
- **Measurable:** Establish criteria to measure progress and success.
- **Achievable:** Set goals that are challenging yet attainable with the resources available.
- **Relevant:** Ensure each goal aligns with your chapter's mission and objectives.
- **Time-bound:** Set a clear deadline for achieving each goal.

## Sample S.M.A.R.T. Goals

- **Membership Growth:** "Increase chapter membership by 20% by the end of the academic year by hosting four recruitment events."
- **Professional Development:** "Organize a monthly workshop on key business skills, attended by at least 50% of members each session."
- **Fundraising:** "Raise \$2,000 for conference travel by organizing three fundraising events over the next six months."

## End-of-Year Report

Before setting goals for the new program year, review the achievements of the previous year. Evaluate which goals were met, which were not, and why. Gather insights from outgoing officers to help the incoming team set realistic goals and strategies for the upcoming year.

## Enhancing Your Program of Work with Champion Chapter

Align your chapter's activities with the Outstanding Chapter program's guidelines. This alignment not only helps achieve recognition but also strengthens the overall experience for all members by providing structured, meaningful engagement opportunities.

# Program of Work Templates

## Simple Program of Work Template

New advisers may want to opt for a simpler Program of Work. This can be as simple as a list of activities per month. This is still a great way to organize yourself for the year and keep students aware of what is coming down the pipeline.

### JULY

- Plan officer training
  - Prepare your Program of Work
  - Plan a teambuilder/social event for officers
- 

### AUGUST

- Meet with officers to discuss a membership recruitment campaign
  - Launch a membership recruitment campaign
  - Make a plan for completing the Outstanding Chapter program
  - Host a call or meeting with another chapter leadership team to collaborate and share best practices
- 

### SEPTEMBER

- Plan a membership recruitment drive
  - Ask a faculty member if you can do a quick announcement of FBLA Collegiate in the first or last ten minutes of class
  - Collaborate with a department on your college/university campus on one event open to all students
  - Submit dues to the National Center
- 

### OCTOBER

- Hold a chapter meeting
  - Promote and host a competitive event workshop for members who will compete in the case study competition at the Career Connections Conference (CCC)
  - Attend the CCC in Des Moines, Iowa
  - Plan an induction ceremony for new members
- 

### NOVEMBER

- Hold a chapter meeting
  - Promote American Enterprise Day
  - Participate in a local competition
  - Attend the CCC in Charlotte, North Carolina
- 

### DECEMBER

- Organize a community service project
  - Reach out to a local FBLA High School chapter to host a FBLA Collegiate Webinar
  - Plan a social event for your chapter members
  - Hold a chapter meeting
-

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## JANUARY

- Sponsor a second semester recruitment drive
- Hold a chapter meeting
- Update your Program of Work for the Spring semester

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## FEBRUARY

- Celebrate Career and Technical Education (CTE) Month
- Celebrate FBLA Week using the Adviser Toolkit for ideas
- Host a panel to learn about career paths across various industries; invite business and industry professionals
- Develop a State of the Chapter Report (if competing in an event at your State Leadership Conference (SLC))
- Hold a chapter meeting

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## MARCH

- Pay all dues by the membership deadline
- Have at least four members earn silver status on their Collegiate Excellence Awards in FBLA Connect
- Hold a chapter meeting

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## APRIL

- Hold a chapter meeting
- Attend your SLC
- Register for the NLC
- Encourage students to apply for the NLC and Distinguished Business Leader scholarships

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## MAY

- Plan an end-of-the-year celebration
- Finalize a State of the Chapter Report
- Elect new officers
- Sponsor a celebration evening

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## JUNE

- Attend the NLC

## In-Depth Program of Work Template

A more detailed template for a Program of Work is included below to help you brainstorm your chapter's work for the year. It is designed for giving you a variety of ideas and not the expected number of activities.

[Click here to download the template.](#)





# COMMUNICATIONS

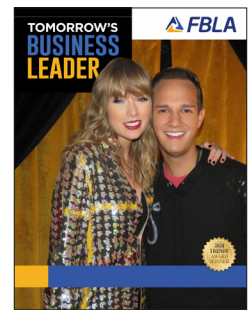
## Publications

FBLA’s Communications & Marketing Department regularly shares important information with advisers and members regarding FBLA policies, events, and other news.

Each week, we email the FBLA Adviser Alert with FBLA news, reminders about education and partner program deadlines, and partner discounts tailored to each division.

Six times a year, we publish *Tomorrow’s Business Leader (TBL)*, our flagship magazine. *TBL* features articles on student and chapter achievement, innovative programs, and partner initiatives, as well as news from the National Center, an alumni spotlight, and photos from around FBLA.

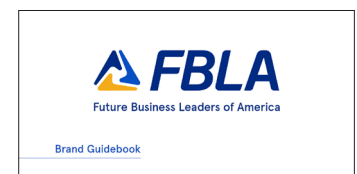
Has your chapter done something you think others should know about or could benefit from? Would you like to see your chapter’s photos featured in *TBL*? Then complete the [Chapter Submission Form](#) to share your news with the National Center; you may be featured in an upcoming issue.



Additionally, do you have a former student who is doing something amazing? We are always looking to profile alums in *TBL* who will share their success story of how FBLA helped them professionally and advice they can give to today’s members. [Email us](#) with story ideas so we can spread the word.

## Brand Center

All chapters and divisions must now use the new FBLA logo in compliance with the Brand Guidelines. Please visit the [Brand Guidelines](#). Please visit the [Brand Center](#) on FBLA’s website for the Brand Guidelines, logo assets, templates, state lock-ups, and other materials to maintain a unified FBLA presence across the country.



## FBLA Shop

The FBLA Shop offers official branded merchandise online. From chapter essentials to lifestyle products and business attire, the FBLA Shop has items to support your chapter’s needs. For more information and to place a custom order, visit our [online store](#), contact Centricity’s [FBLA customer service team](#), or call Centricity at 888-449-9667.

## Follow Us on our Social Media Channels!



# Communications: Engaging Your Chapter and Campus Community

Effective communication keeps your FBLA chapter engaged and active. Use these strategies to keep members informed and connected.

## Develop a Communication Strategy

- **Know Your Audience:** Focus on reaching members, prospective members, and campus groups.
- **Choose Platforms:** Use popular tools like Instagram, TikTok, GroupMe, WhatsApp, and email lists.
- **Plan Your Content:** Create a content calendar to schedule posts, emails, and updates in advance.

## Leverage Social Media

- **Highlight Events:** Share event photos, videos, and member achievements.
- **Post Engaging Content:** Use polls, quizzes, and challenges to boost interaction.
- **Promote Activities:** Regularly announce upcoming events and deadlines.
- **Feature Members:** Spotlight individual members and their stories to build community.

## Maintain Consistent Messaging

- **Use a Friendly Tone:** Keep the communication relatable and engaging.
- **Stay On-Brand:** Follow FBLA branding guidelines for a consistent look.
- **Be Transparent:** Regularly update members on goals, finances, and plans.

## Boost Member Engagement

- **Encourage Feedback:** Use surveys and open forums to gather input.
- **Host Virtual Check-Ins:** Keep members engaged with online meetings and Q&A sessions.
- **Celebrate Achievements:** Recognize members' successes to foster a sense of belonging.

## Collaborate with Campus Organizations

- **Partner with Other Groups:** Co-host events to increase visibility and resources.
- **Use Campus Channels:** Promote through student media, newsletters, and bulletin boards.
- **Engage Faculty:** Invite faculty to events or ask them to share FBLA news in their classes.

## Promote and Track Your Efforts

- **Monitor Engagement:** Use tools like Instagram Insights and email analytics to measure success.
- **Gather and Adapt:** Regularly seek feedback and adjust strategies to stay effective.

By focusing on these communication strategies, your chapter can maintain strong engagement and increase its presence across campus.

### Key Tips for Effective Communication

- Utilize multiple platforms for broad outreach.
- Keep content engaging and visually appealing.
- Regularly review and refine strategies based on feedback and data.



# FINANCIAL MANAGEMENT: BUDGETING AND FUNDRAISING TIPS

Effective financial management is key to the success of your FBLA chapter. A well-structured budget helps predict expenses, allocate resources wisely, and determine your fundraising needs to achieve chapter goals.

## Budgeting Basics

### 1. Determine Your Financial Goals

- **Identify Activities and Events:** List all planned activities for the year (e.g., conferences, meetings, service projects, fundraising events).
- **Estimate Costs:** Calculate costs for each activity, including travel, registration fees, materials, marketing, and refreshments.
- **Set Fundraising Targets:** Based on total estimated costs, determine the amount you need to raise. Break down this target into specific goals for each event or activity.

### 2. Categorize Income and Expenses

- **List Income Sources:** Identify all potential income sources, such as membership dues, fundraising events, donations, sponsorships, and grants.
- **Outline Expenses:** Categorize expenses into fixed costs (e.g., annual fees) and variable costs (e.g., event-specific expenses). This helps prioritize spending.

### 3. Use a Budget Template or Tool

- **Select a Budget Format:** Choose a format that works best for your chapter, such as a spreadsheet, online template, or financial software. Ensure it's easy to use and accessible to those responsible for managing your finances.
- **Create a Detailed Line-Item Budget:** Break down your budget into line items for each income source and expense category. This provides a clear view of where money is coming from and where it is being spent.

### 4. Monitor Cash Flow

- **Track Income and Expenditures Regularly:** Keep accurate and up-to-date records of all financial transactions. Use your budget as a living document to monitor cash flow and make adjustments as needed.
- **Implement Checks and Balances:** Ensure multiple people are involved in handling and approving financial transactions to prevent errors and maintain transparency.



## 5. Allocate Funds Strategically

- **Prioritize Essential Expenses:** Allocate funds first to essential expenses, such as mandatory fees, critical supplies, and key events. Then, allocate funds to secondary or optional activities based on your chapter's goals.
- **Set Aside an Emergency Fund:** Reserve a portion of your budget for unexpected expenses. This helps ensure your chapter remains financially stable in case of unforeseen costs.

## 6. Review and Adjust the Budget Regularly

- **Conduct Monthly Reviews:** Hold regular budget review meetings to evaluate financial progress, compare actual income and expenses against the budget, and identify any discrepancies.
- **Adjust as Needed:** If you find your chapter is overspending or not meeting fundraising targets, be prepared to adjust the budget. Consider reducing expenses, finding additional fundraising opportunities, or reallocating funds.

## 7. Communicate with Chapter Members

- **Be Transparent:** Share your budget with all chapter members so everyone understands the financial goals and the importance of fundraising efforts.
- **Encourage Member Input:** Involve members in the budgeting process by seeking their feedback and suggestions. This can help identify additional cost-saving measures or new income opportunities.

## 8. Document and Report Financial Performance

- **Prepare Regular Reports:** Develop financial reports to share with your chapter, advisers, and school administration. Include details on income, expenses, and progress toward financial goals.
- **Learn from Past Budgets:** Review previous budgets to identify patterns, successful strategies, and areas for improvement. Use this information to refine future budgets and financial planning.

## 9. Plan for Long-Term Sustainability

- **Consider Multi-Year Budgeting:** For larger chapters or those with ongoing projects, consider creating a multi-year budget. This helps in planning for future growth and managing longer-term financial commitments.
- **Invest in High-Impact Activities:** Allocate funds to activities that have the greatest potential to enhance member engagement, develop skills, and raise the chapter's profile.

## Budgeting Checklist

- Identify all planned activities and estimate their costs.
- List all sources of income and potential funding.
- Use a detailed budget template or tool.
- Monitor and track cash flow regularly.
- Prioritize essential expenses and set aside emergency funds.
- Review the budget regularly and adjust as needed.
- Communicate the budget to chapter members and involve them in the process.
- Prepare financial reports and learn from past budgets.
- Plan for long-term sustainability.



## Fundraising Strategies

Fundraising is essential for your chapter to achieve its goals and implement its Program of Work. It provides the necessary funds to cover expenses such as conference fees, travel, event hosting, and chapter supplies. Beyond financial benefits, fundraising activities offer members hands-on experience in finance, sales, marketing, and project management—core business skills that are invaluable for future careers.

## Getting Started with Fundraising

1. **Establish a Fundraising Committee:** Appoint a chair and form a dedicated team to plan and oversee fundraising activities. This committee will be responsible for brainstorming ideas, coordinating events, and tracking progress.
2. **Understand School Policies:** Meet with school administration to discuss fundraising procedures, financial requirements, and approval processes. This step ensures compliance with school rules and smooth execution of activities.
3. **Set a Budget:** Create a budget that outlines estimated income and expenses for the year. Consider all costs related to chapter activities, including events, travel, supplies, and more.
4. **Choose Fundraising Dates:** Select dates that don't conflict with other major school or community events. Confirm these dates with your school administration to avoid scheduling conflicts.
5. **Promote Your Fundraiser:** Utilize various channels such as social media, school announcements, newsletters, and flyers to spread the word about your fundraiser and maximize participation.
6. **Incentivize Participation:** Motivate members by offering incentives, such as contributions to their personal travel expenses or recognition for their efforts.

## Fundraising Ideas

- **Partner with Local Businesses:** Partner with local restaurants or businesses for fundraising nights where a percentage of sales go to your chapter. This can also help raise community awareness of FBLA. [Check out one of the restaurants found in this list.](#)
- **Leverage Your Members' Skills:** Encourage members to use their unique skills to offer services such as tutoring, car washing, or digital design. These activities can build real-world experience while raising funds.
- **Online Crowdfunding Campaigns:** Utilize platforms like GoFundMe or DonorsChoose to reach a wider audience. Create a compelling campaign with engaging visuals and clear goals.
- **Create and Sell Branded Merchandise:** Design and sell items like T-shirts, hoodies, or mugs that promote your chapter. Make sure to adhere to FBLA's branding guidelines.
- **Organize a Themed Event:** Plan a fun event, such as a talent show, trivia night, bake sale, or sports tournament. Charge an entry fee or sell refreshments to raise funds.
- **Run a Social Media Campaign:** Leverage social media platforms to run a digital campaign that encourages friends, family, and the community to donate. Use creative content, stories, and videos to promote your cause.
- **Offer Business Services:** Provide services to local businesses, such as social media management, marketing consultations, or administrative support, in exchange for donations to your chapter.
- **Connect with FBLA Partners.** Companies such as City Pop and Country Meats offer a generous revenue-sharing program for chapters that sell their products. Learn more [here](#).

## NEXT STEPS FOR FUNDRAISING SUCCESS

### **Research Successful Strategies:**

Look at what has worked well for other chapters and organizations. Adapt successful strategies to fit your chapter's unique context.

### **Collaborate with Other Organizations:**

Team up with other student groups or community organizations to co-host fundraising events, share resources, and broaden your audience.

### **Celebrate Success:**

Recognize and celebrate the hard work of members who contribute to fundraising efforts. This boosts morale and encourages continued participation.

### **Continuously Innovate:**

Stay open to new ideas and approaches. Encourage your members to be creative and think outside the box to find fresh fundraising opportunities.

By following these budgeting and fundraising tips, your chapter can manage finances effectively, achieve its goals, and provide meaningful experiences for its members.





# WORKING WITH YOUR SCHOOL & COMMUNITY

Building connections with your school and community is key to promoting your FBLA chapter and creating opportunities for your members. Here are practical strategies to enhance these relationships:

## Engage with Your Campus

- **Collaborate with Campus Organizations:** Partner with other student clubs for joint events, like networking mixers or speaker panels.
- **Promote Through Campus Channels:** Utilize digital bulletin boards, newsletters, and student media to share FBLA news and events.
- **Partner with Student Government:** Work with student government for visibility and access to resources.
- **Connect with Academic Departments:** Engage business and marketing professors to promote FBLA in classes or serve as guest speakers.
- **Involve Faculty and Staff:** Invite faculty to meetings and events and ask them to support FBLA promotion.

## Build Community Connections

- **Partner with Local Businesses:** Collaborate on sponsorships, fundraisers, and job shadowing opportunities. Host events like “Dine to Donate” nights.
- **Organize Service Projects:** Plan community service activities that align with your chapter’s goals, such as volunteering or donation drives.
- **Invite Community Leaders:** Engage local entrepreneurs or officials to speak at your events to build networks and enhance your chapter’s profile.
- **Use Local Media:** Share your chapter’s achievements and events with local news outlets to increase visibility.

## Maximize Your Impact

- **Host Inclusive Events:** Organize activities like business pitch competitions or career fairs that appeal to both campus and community members.
- **Offer Practical Benefits:** Provide workshops on skills like resume building or interview techniques to attract broader interest.
- **Create Collaborative Partnerships:** Build relationships with campus groups and community organizations to expand your reach.

### Tips for Effective Engagement

#### **Be Present:**

Join campus events and community activities to maintain visibility.

#### **Communicate Regularly:**

Keep faculty, staff, and community partners informed about your chapter's activities.

#### **Show Appreciation:**

Recognize the contributions of supporters through thank-you, social media, and event acknowledgments.

# NEXT STEPS

We hope this Chapter Management Handbook has been helpful as you get your FBLA chapter off and running this program year. For additional resources, please visit [fbla.org](http://fbla.org) and [FBLA Connect](#). The National Center and your State Leader are also ready to support you. Thank you for your dedication to FBLA and for inspiring and preparing the next generation of community-minded business leaders!

## FBLA National Center Information

FBLA is headquartered in Reston, Virginia, just outside of Washington, D.C. The National Center staff is available to guide advisers and serve as a resource throughout the year.

To reach the National Center, please call 800.325.2946 or 703.860.3334. To find a specific staff member, visit [fbla.org](http://fbla.org) and search by department for staff member names. Below are listed the National Center departments and their responsibilities.

### Awards & Recognition

National Awards Program (Competitive Events); recognition programs (Who's Who, Outstanding Local Adviser; Gold Seal Chapter Award of Merit; Businessperson of the Year; Honorary Life Member; Adviser Wall of Fame); scholarships and financial aid

### Education Programs

Professional development; conferences; workshops; LEAD Awards (Middle School); Business Achievement Awards (High School); Excellence Awards (Collegiate); Outstanding Chapter

### Communications & Marketing

*Tomorrow's Business Leader*; [fbla.org](http://fbla.org); social media; media relations; email marketing; the FBLA Shop

### Membership

Membership benefits, enrollment, and refunds; dues processing; adviser and chapter support; member data

### Finance & Operations

Accounting; finance; human resources; operations

### Office of the President & CEO

Board of Directors; governance; volunteer management; corporate relations, partners, and sponsors

### Mailing Address

#### National Center Headquarters:

FBLA  
12100 Sunset Hills Road, Suite 200  
Reston, VA 20190

### Remit Address (W9)

P.O. Box 79063  
Baltimore, Maryland 21279

**Thank you for your dedication to FBLA and for inspiring and preparing the next generation of community-minded business leaders!**



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 Certification Courses Microsoft Office®

#### Marketing

 Principles of Marketing

 Social Media Marketing

#### Certification Prep

 MO-110: Microsoft Word® Associate

 MO-210: Microsoft Excel® Associate

 MO-310: Microsoft PowerPoint® Associate

 Entrepreneurship and Small Business

 Certified Bookkeeping Professional

 Personal Finance

# APPENDIX A – OFFICER ELECTIONS

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## Candidate Qualifications

All candidates must:

- Be paid members with active status
- Have attended at least one FBLA conference or event
- Have completed at least one level of the Excellence Awards or equivalent leadership development program

Well-qualified and dependable officers are crucial to the growth of a chapter. Effective leaders will:

- Foster an environment where all members can grow professionally.
- Include all members in a dynamic Program of Work.
- Conduct chapter business according to proper parliamentary procedure.
- Maintain current records and minutes.

If you meet the qualifications and wish to apply for an officer position, an interview will be held with you following your application submission.

## Officer Duties & Responsibilities

As an officer, you are a member of the Executive Board. This officer team plays a vital role in planning projects, workshops, and events. Your main duty is to be a contributing and supportive member of the team.

1. All officers must attend all Executive Board meetings, General Meetings, and Local Officer Training.
2. Officers are expected to possess a strong base of knowledge about the organization and be able to intelligently discuss ideas and issues affecting the chapter.
3. Additional responsibilities of an officer include:
  1. All officers are required to attend all Executive Board meetings, General Meetings, and any Local Officer Training sessions.
  2. Officers should have a solid understanding of FBLA's goals and objectives and be prepared to discuss ideas and issues affecting the chapter.
  3. Additional responsibilities of an officer include:
    - Prepare and present activities related to your office to the chapter.
    - Prepare and deliver appropriate presentations when asked to visit schools, conferences, and at business and civic groups.
    - Communicate with FBLA members.
    - Recruit new members and chapters.
    - Contribute ideas for improving the FBLA chapter.
4. Work closely with the adviser(s) and always keep them informed.
5. Officers shall serve as a model representative for FBLA public relations. Officers are called upon many times to make presentations before adult and student organizations and at times will need to miss school to represent FBLA.
6. Officers must complete at least one level of the Business Achievement Awards (BAA).

## **President**

- Preside over and conduct all meetings according to accepted parliamentary procedure and prepare an agenda for each meeting.
- Keep members and discussions on track during meetings.
- Maintain communication with other officers, members, and advisers.
- Call special meetings as necessary.
- Represent the chapter at special functions.
- Exhibit leadership qualities.
- Plan and prepare documents for all activities.

## **Executive Vice President**

- Preside over meetings in the absence of the president.
- Oversee all committees or teams and manage assignments.
- Assist the president with duties.
- Provide the president with an agenda for each meeting.
- Prepare the local chapter Program of Work in collaboration with all officers.
- Work with the VP of Communications to promote national celebrations and conferences.
- Lead efforts to prepare the State of the Chapter report.

## **Vice President of Membership**

- Develop and implement strategies to recruit new members.
- Re-engage members from previous years.
- Create presentations and materials to promote FBLA at the Collegiate level.
- Organize social activities to enhance membership engagement.

## **Vice President of Communications**

- Manage the Social Media Ambassadors (if applicable).
- Prepare the final version of the Program of Work as directed by the officer team.
- Proofread and edit the officer team summary reports.
- Publish and email minutes of officer meetings to all local members, advisers, and state/national officers (if requested) within two business days.

## **Vice President of Financial Development**

- Manage chapter funds responsibly.
- Keep accurate and up-to-date financial records.
- Oversee the collection of dues and fundraising activities.
- Prepare a treasurer's report for each meeting.

## **Vice President of Operations**

- Oversee the daily operations of FBLA's national student leadership team, ensuring alignment with FBLA's mission.
- Ensure clear communication between national officers, state leaders, and chapters.
- Oversee and ensure the successful implementation of national programs and initiatives.
- Provide operational guidance to the National President and officers to support decision-making.
- Assist in planning and executing national conferences and events.



# Candidate Application Questions

## Personal Information

- Name
- Home Address
- Cell Phone
- Email
- Current Year in College
- Expected Graduation Year
- Number of Years as an FBLA Member
- Date of Birth

## Application Requirements

For each question, please limit your response to 150 words. Typed answers attached to this sheet are preferred.

1. Submit a one-page resume that highlights your leadership experience, skills, and any offices previously held.
2. Provide a list of classes you will be taking next semester, indicating any free periods you are willing to dedicate to FBLA activities. Specify if this time commitment is permanent or temporary.
3. Describe your contributions as an FBLA member (e.g., conference awards, Excellence Awards, community service, chapter initiatives).
4. What unique qualities would you bring to the Executive Board?
5. List other extracurricular activities or obligations you will have next semester.
6. If elected as an officer, what is your top priority or first goal you would like to accomplish?
7. Serving as an officer requires a significant commitment. Explain how you will manage your time, energy, and resources to fulfill your role effectively.
8. If you have any additional information that you would like the selection committee to know, please include it in your application. Limit any additional information to one page.