



Future Business Leaders of America

Chapter Management Handbook

MIDDLE SCHOOL



TABLE OF CONTENTS

MISSION STATEMENT	4
PLEDGE	4
CODE OF ETHICS	4
CREED	4
DRESS CODE	5
MIDDLE SCHOOL MEMBERSHIP DATA	6
YEAR AT-A-GLANCE CALENDAR	7
STARTING AN FBLA CHAPTER	8
Adviser Roles & Duties	8
Steps to Start a Chapter	10
FBLA Connect	11
CHAPTER MANAGEMENT	12
Effective Chapter Meetings	12
Sample Agenda	13
Chapter Bylaws	13
LOCAL CHAPTER OFFICERS & COMMITTEES	18
Local Chapter Officers	18
Chapter Committees	20
MEMBERSHIP RECRUITMENT & RETENTION	22
Membership Recruitment Talking Points	22
Membership Recruitment Strategies	22
Membership Recruitment Ideas	23
Membership Retention Strategies	24
FBLA PROGRAMS	26
LEAD Awards	27
Champion Chapter	27
Conferences	30
American Enterprise Day	30
FBLA Week	30
National Calendar on FBLA Connect	30
Additional Programs & Classroom Resources	32

TABLE OF CONTENTS

COMPETITIVE EVENTS	36
Competitive Events At-a-Glance	37
AWARDS & RECOGNITION OPPORTUNITIES	38
Scholarships & Financial Aid	38
Recognition Programs	39
PROGRAM OF WORK	40
What Is a Program of Work?	40
Why Use a Program of Work?	40
Tips for Crafting a Successful Program of Work	41
S.M.A.R.T. Goals	44
End-of-Year Report	45
Enhancing Your Program of Work with Champion Chapter	45
Program of Work Templates	46
FUNDRAISING	48
Getting Started with Fundraising	48
Fundraising Ideas	50
COMMUNICATIONS	53
Publications	53
Brand Center	53
FBLA Shop	53
WORKING WITH YOUR SCHOOL & COMMUNITY	54
NEXT STEPS	55
APPENDIX A – OFFICER ELECTIONS	56
APPENDIX B – NEW MEMBER INDUCTION & EMBLEM CEREMONY	59

MISSION STATEMENT

FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

PLEDGE

I solemnly promise to support the mission of Future Business Leaders of America, abide by its code of ethics and code of conduct, and develop the qualities necessary to become a community-minded business leader.

CODE OF ETHICS

I commit to:

- Collaborating with a commitment to inclusivity, diversity, equity, care, and respect for the dignity and worth of every individual.
- Undertaking each task with a clear understanding of my responsibilities, aiming to execute all work to the highest standard.
- Performing all of my actions and duties ethically with the utmost honesty, accountability, and transparency.
- Establishing and nurturing relationships based on trust.
- Being receptive to constructive feedback and seeking opportunities for personal and professional growth.
- Complying with both the specific guidelines and the overarching principles of my school's policies and FBLA's standards.
- Promoting a culture of respect through my dress, behavior, and communication, positively representing myself, school, and future profession.
- Contributing to the betterment of my local and global community by engaging in projects and initiatives that bring the greatest good to the greatest number.

CREED

I believe:

- education is the right of every person.
- the future depends on mutual understanding and cooperation among business, industry, labor, religious, family, and educational institutions, as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all of these groups.
- every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest number.
- every person should actively work toward improving social, political, community, and family life.
- every person has the right to earn a living at a useful occupation.
- every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.
- I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.

Projecting a professional image is vital for business leaders to demonstrate respect for clients, colleagues, and others. This policy is to provide guidance for conference attendees—students, advisers, and guests. Professional business attire is required at all general sessions, competitive events, exhibits, regional meetings, workshops, and other activities unless otherwise indicated in conference materials.

Conference name badges are considered part of the dress code and must be worn at all conference functions. For safety reasons, do not wear conference badges outside of the conference area. The dress code is gender neutral.

ACCEPTABLE ITEMS



BUSINESS PROFESSIONAL

Business Suit

- Suit pants and jacket
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

Blazer

- Dress pants, including khakis, (or) dress (or) skirt
- Blazer
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

Dress

- A business dress
- Dress shoes (or) dress boots

Other Professional

- Dress pants, including khakis, (or) skirt
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

BUSINESS CASUAL

- Dress pants, skirt, (or) khakis/chino-style pants
- Blouse, collared dress shirt, (or) polo shirt
- Dress shoes (or) dress boots

NOTE: Business Casual is only permitted during sessions specifically noted in conference materials.

UNACCEPTABLE ITEMS



The following items are prohibited in all conference areas, including competitive events.

- ⊘ Denim or flannel clothing
- ⊘ Shorts
- ⊘ Athletic clothing
- ⊘ Leggings or graphically designed hosiery/tights
- ⊘ Skintight or revealing clothing, including tank tops, spaghetti straps, and mini/short skirts or dresses more than 1" above the knee
- ⊘ Swimwear
- ⊘ Flip flops or casual sandals
- ⊘ Athletic shoes
- ⊘ Industrial work shoes
- ⊘ Hiking boots
- ⊘ Hats
- ⊘ Graphically printed clothing

No dress code can cover all contingencies, so FBLA members must use a certain amount of judgment in their choice of clothing to wear. Members who experience uncertainty about unacceptable attire should ask their local adviser, state leader, or conference staff.

FBLA recognizes that exceptions may need to be made and will work with advisers on a case-by-case basis to accommodate requests. Advisers should indicate the need for exceptions on the special accommodation portion of the registration form. Requests made after registration closes must be made in writing.

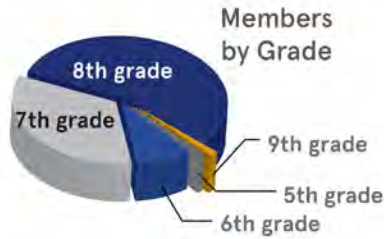
June 2023

FBLA MIDDLE SCHOOL

Future Business Leaders of America, Inc. (FBLA) is the largest business career and technical student organization in the world. Each year, FBLA inspires and prepares more than 220,000 Middle School, High School, and Collegiate members to become community-minded business leaders.

MEMBERSHIP

18,000+
Members



1,000+
Educators

750+
Chapters



PROGRAMS

20+
Competitive Events



Leadership Development & Recognition

LEAD Awards • Champion Chapter Award

CONFERENCES



14,000+
Attendees



2,500+
Attendees

WHY JOIN?



College Preparation



Scholarships



Academic Competitions



Career Exploration



Networking



Travel



Discounts

Learn more at fbla.org

2024–25 Program Year at-a-Glance

This calendar is provided for planning purposes and is current as of June 1, 2024. If known at the time of publication, the exact date is included. For the most up-to-date information, please visit fbla.org.

2024

AUGUST

- 1 Program Year Begins
Champion Chapter: Middle School Begins
- 22 Adviser Webinar:
Getting Your Chapter Off to a Successful Start: Tips & Suggestions;
Membership Challenges Review: Champion Chapter

SEPTEMBER

- 3 Fall Stock Market Game Registration Opens
- 19 Adviser Webinar:
Education Programs Review: LEAD Awards; Fall Conference Preview

OCTOBER

- 7 Fall Stock Market Game Begins
- 15 Dressed to Impress Scholarship Application Deadline
- 17 Adviser Webinar:
How to Help Your Students Choose a Competitive Event;
Competitive Events Guidelines Review;
American Enterprise Day Preview

NOVEMBER

- 8 Fall Stock Market Game Registration Closes
- 8–9 National Fall Leadership Conference in Columbus, Ohio
- 15 American Enterprise Day
- 21 Adviser Webinar:
How to Connect with Other Chapters, Your Community,
Volunteers, & Sponsors; FBLA Week Preview

DECEMBER

- 13 Fall Stock Market Game Ends

2025

JANUARY

- 2 Spring Stock Market Game Registration Opens
- 16 Adviser Webinar:
Partner Opportunities for Students Review;
How to Navigate the State Leadership Conference Experience

FEBRUARY

- 1–28 National Career & Technical Education (CTE) Month
- 9–15 FBLA Week 
- 10 Spring Stock Market Game Begins
- 20 Adviser Webinar:
National Leadership Conference (NLC) Preview

MARCH

- 1 National Dues Payment Deadline for NLC Competitors
- 7 Spring Stock Market Game Registration Deadline
- 20 Adviser Webinar: *Scholarships & Financial Aid Review*

APRIL

- 1 National Bylaw Amendment Proposal Submission Deadline
- 10 Adviser Webinar:
Guiding Students Through the National Officer Elections Process
- 15 NLC Scholarship Application Deadline
- 18 Spring Stock Market Game Ends

MAY

- 15 Champion Chapter: Middle School Submission Deadline
Adviser Webinar:
Year-end Checklist; How to Prepare for the 25–26 Program Year

JUNE

- 1 LEAD Award Submission Deadline for Recognition at NLC

JUNE 29–JULY 2 | NLC in Anaheim, California



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:

- Understand the history, bylaws, and programs of the national organization for active operation of the local chapter.
- Direct, chaperone, and coordinate supervision of chapter activities.
- Register students as members and pay their invoices in FBLA Connect.
- 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

Leader	A successful adviser empowers student leaders to discover their talents and strengths.
Marketer	You are the voice and the advocate of FBLA to students, school administrators, and your community.
Fundraiser	Successful chapters are successful fundraisers. Fundraising is a great way to give your students hands-on learning opportunities in finance, sales, and development.
Travel Agent	Start planning now for upcoming FBLA trips. Before you go, communicate with parents/guardians and send home 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 Dress Code , Code of Conduct , and Honor Code .
Coach	FBLA's Competitive Events Program gives students the opportunity to expand their business skills. Review event guidelines on the Competitive Events section of the website and integrate standards into your class to begin preparing your students early for competition.
Role Model	Your students will look up to you and rely on you to guide their membership experiences.
Networker	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. Use our Chapter Locator to find nearby chapters and work with your community to find volunteer judges or hosts for business tours, for example.

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.

- **Review this Chapter Management Handbook.**
- **Connect With Your State Leader:** Contact your FBLA State Leader to learn about events and activities in your state. Make sure they have your contact information so they can send you updates and provide support.
- **Get Approval from Your School's Administration:** Talk to your school administration about starting an FBLA chapter and seek their approval. If you need assistance and/or materials, reach out to your State Leader.
- **Connect With Your School's Business 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. Learn about your school's excused absence policies, chaperone requirements, substitute teacher processes, and other procedures.
- **Check on Funding Support from Your School or District Office:** How is federal Carl D. Perkins or state Career and Technical Education (CTE) funding used at your school? Some districts allow funding to support transportation, lodging, educational resources, study materials, conference registration, and/or adviser professional development. Find out if there are restrictions on fundraising (e.g., nutritional issues with candy sales) or service activities.
- **Meet With Your School's Counselors:** Connecting with school counselors is a key way to ensure your business, marketing, management, and technology courses are full of great students—and potential FBLA members. Help counselors understand the academic rigor and relevance of FBLA; show them the FBLA Competitive Events Program and the LEAD Awards programming so they can see how FBLA fits into class curricula.
- **Identify Student Leaders:** Identify students who can be members and leaders of your chapter.
- **Find Co-Advisers:** Ask other teachers to join as co-advisers. Co-advisers do not need to travel or sign up for after-school assignments. Their assistance will help you build an award-winning program and multiply your success.
- **Give Your Chapter Visibility:** Many schools have a yearly activities calendar. Include your key FBLA events, such as American Enterprise Day (November 15) and FBLA Week in February. This is also an effective recruitment tactic.

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
- Calendar
- Resources

Looking for bite-size information about how to use certain features of FBLA Connect? We have Quick Guides to help you:

- Add members
- Export members
- Set up your chapter
- Start or reactivate a chapter

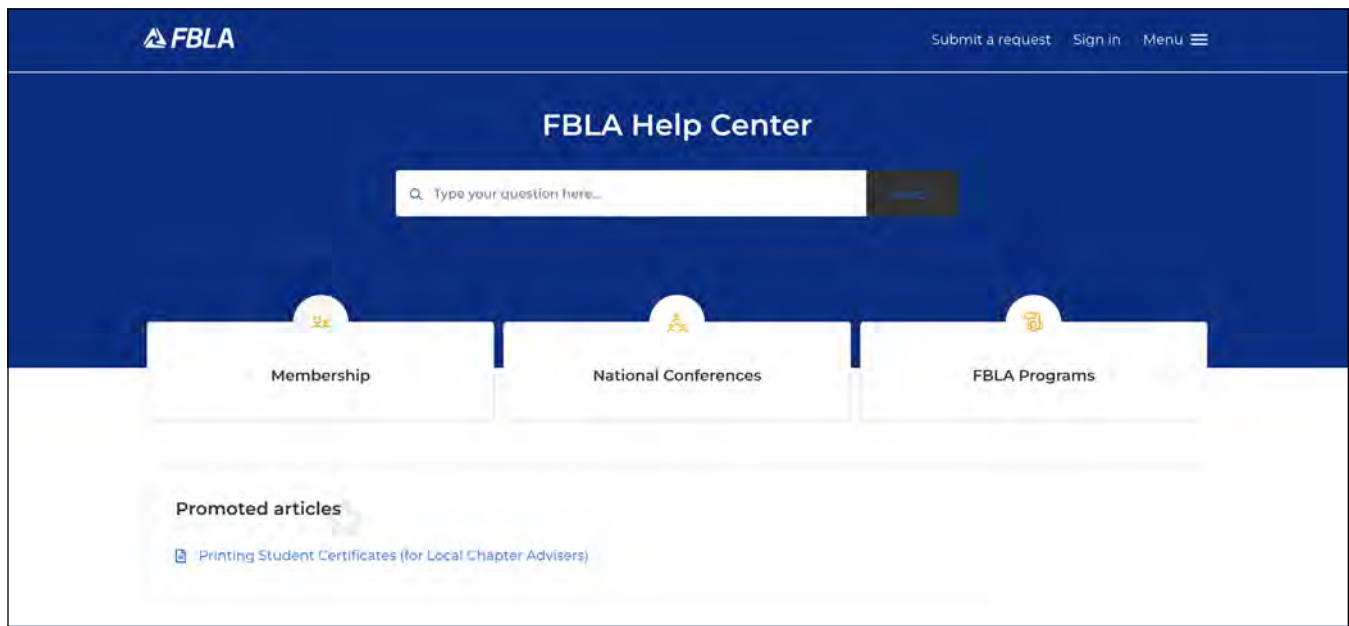
We also have short video tutorials on how to:

- Add unpaid students
- Learn about important tools
- Purchase membership by check
- Get help
- Understand member benefits

Log on to [FBLA Connect](#) for these guides and tutorials. 

FBLA Help Desk

If you have questions about FBLA Connect or other FBLA matters, please [visit the Help Desk](#) for answers or file a Help Desk ticket so that a member of the National Center staff can reach out to you.





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.

Some schools have regular time set aside for club meetings. Some chapters meet during lunch. Some meet before or after school.

Finding a time when all members can meet during the school day or before or after school is important. 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. You should meet at least once a month. 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?
Often, an adviser's classroom is ideal. Depending on your chapter's size, you may need to consider alternative locations like the cafeteria or gym.

Bringing in guest speakers is one way to engage students and provide more learning and career opportunities. You can also request that a National Officer attend your meeting by Zoom.

Sample Agenda

1. Call to Order
2. Roll Call
3. Review of the Previous Meeting's Minutes
4. Treasurer'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](#). 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.

SAMPLE MINUTES

Minutes of the Happyland FBLA Chapter

December 4, 20__

The regular meeting of the Happyland FBLA Chapter was called to order at 10:25 a.m., December 4, in Room 777 by President Mary White. The secretary was present. The minutes of the previous meeting were approved as read.

The treasurer reported a new balance of \$781.25. The report was placed on file for audit.

Service committee chair, Lee Gray, reported that the canned items collected at the last meeting were distributed Thanksgiving Day to the selected families.

Sales committee chair, Karen Blue, stated that all items from the sales kit had been received and picked up for delivery by the members.

Jim Green reported on moneys earned while assisting with inventory for Pleasant Company during Professional Week.

The motion to “purchase a camera with chapter funds” was taken from the table. After discussion, the motion passed. A committee of three consisting of Ed Black, Sue Redd, and Lynn Brown was chosen to purchase the camera.

Kathy Tanner moved that “the members make Christmas cards for residents of the Smiling Face Retirement Home.” Bob Blackburn moved to amend the motion by adding the words “and fruit baskets” after the word “cards.” The motion and amendment passed. All members would assemble in Room 711 next Friday evening at 7:00 p.m. to assemble the baskets and compose the cards using our computers.

The motion “to hold a bake sale on Thursday before the Christmas program” was proposed by Cindy Greene. The motion passed. Members were asked to leave all baked goods in Room 123.

Our advisers, Miss Greatperson and Mr. Niceguy, stated that there were several announcements posted on the bulletin board and in the computer network system and to read them before the end of the week.

The meeting was adjourned at 10:45 a.m.

Jim Candy, Secretary

SAMPLE TREASURER'S REPORT

FINANCIAL REPORT

FUTURE BUSINESS LEADERS OF AMERICA

Treasurer's Report

December 18, 20__

Balance on hand, December 4, 20__	\$ 781.25
Receipts	
Proceeds from bake sale	\$ 34.71
Collections from American Fund Raising Kits	\$ <u>3,495.50</u>
Total Receipts	\$ <u>3,530.21</u>
Total Funds Available	\$ 4,311.46
Expenditures	
Payment for fundraising kits	\$ 2,097.30
Supplies for Christmas project for elderly	14.40
Postage	<u>2.00</u>
Total Expenditures	\$ <u>2,113.70</u>
Balance on hand, December 18, 20__	\$ <u>2,197.76</u>

SAMPLE POINT SYSTEM

FBLA Sample Point System

Attendance at Meetings

Chapter Meetings	10 points
Officer Meetings	10 points
Officer Work Sessions	10 points

Officer Positions

State Officer	20 points
Chapter Officer	15 points
Running for Office	10 points

FBLA Conferences

National Fall Leadership Conference (NFLC)	15 points
State Leadership Conference (SLC)	35 points
National Leadership Conference (NLC)	50 points

LEAD Awards

Explore Award	10 points
Aspire Award	20 points

Scholarship Achievement

Business/Accounting Class Grade	
A	20 points
B	10 points
Awards	
1st Place	25 points
2 nd Place	20 points
3 rd Place	15 points
4 th Place	10 points
5 th Place	5 points

Competitive Events

Chapter Event	10 points
Objective Test	10 points
Presentation Event	10 points
Production Event	10 points
Role Play Event	10 points

Community Service

Alzheimer's Association	15 points
-------------------------------	-----------

Fundraisers

Concessions	5 points/hour
Candy Sale	5 points/bag



Modular, easy to use, & engaging

Credit education made simple



FICO® Score A Better Future™ Fundamentals

As part of FICO's Score A Better Future outreach, Fundamentals is a free, engaging credit education curriculum that readies high school students to make informed credit decisions that last a lifetime.

Please scan the QR code to access curriculum materials.

For Students



For Teachers



For more information visit
www.fico.com/sabf/fundamentals



Please scan the QR code to watch the video for a detailed overview of the curriculum materials.



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, Secretary/Treasurer, and Parliamentarian. Depending on your school district, members might not be allowed to handle any financial transactions. If that is the case, you might choose not to have a Treasurer.

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.

Looking for a sample officer application? [See the Appendix.](#)

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 Middle School.

President

- Preside over all meetings according to accepted parliamentary procedure and approve an agenda for each meeting.
- Keep members and discussion on track during meetings.
- Connect frequently 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.

Secretary/Treasurer

- Provide the president with an agenda for each meeting.
- Prepare the local chapter Program of Work (with collaboration from all officers).
- Prepare and read all minutes of meetings (preparing minutes means taking accurate notes of motions according to the state guidelines; such minutes should be readily available at all meetings).
- Read communications at meetings.
- Handle general correspondence of the chapter.
- Keep an accurate membership and attendance roll.
- Count and record votes when taken.
- Receive and act as custodian of chapter funds.
- Keep accurate, up-to-date financial records.

Reporter/Historian OR Vice President of Communications/Public Relations OR Director of Social Media

- Prepare news releases or articles about your chapter's activities within one week of the event.
- Post information on the chapter's social media accounts, such as Instagram, and the chapter website.
- Maintain a history of the chapter.

Parliamentarian

- Ensure that chapter meetings are conducted in an orderly manner according to the rules of parliamentary procedure.
- Assist chapter members in understanding the basic purpose of parliamentary procedure.
- Advise the presiding officer and other chapter members on parliamentary procedure.

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, you'll tap into the creative minds of your best students while you foster teamwork and community.

Suggested committees include Recruitment/Membership and Community Service. Your chapter can also create committees for special projects.

Suggested Committees

Appointed committee chairs prepare brief reports for every completed project.

Many chapters have the following ongoing committees to build chapter involvement:

- **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.



ADMISSIONS
OFFICE


Maximize Your College Acceptances

Minimize Your Stress

College admissions is evolving, and to keep up with the necessary steps to enhance your college acceptance chances and reduce stress, enroll in Method Learning's College Prep program. This program will help you prepare for the ACT/SAT, college applications, and financial aid/scholarships.

Visit our **FREE** resources, such as expert-led **webinars** and helpful **newsletter**, to Method's courses and one-on-one options.

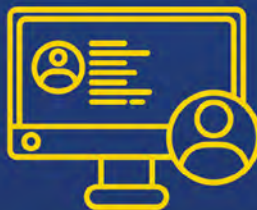


 Free Resources



Test Prep for ACT/SAT

Increase your ACT/SAT scores with Method's self-paced courses with in-depth explanations, example problems, videos, diagnostics, and quizzes.



College Applications

Create exceptional college application materials by enhancing your college resume, essay, and supplementary writings.



Financial Aid/ Scholarships

Create a strategy to fund your college education by exploring financial aid and scholarship options.



**Method
Learning**

www.methodlearning.com
Jessica@methodlearning.com



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 provides members with an opportunity to develop skills in networking, teambuilding, and communications through competitive events and leadership development programs.
- Members learn many soft skills needed in the workplace, such as time management, collaboration, critical thinking, problem solving, decision making, and social responsibility.
- Travel is one of the most popular and memorable FBLA activities. It's a great way to:
 - Motivate your students
 - Network with other advisers
 - Increase the visibility of your chapter
 - Earn recognition for members at conferences
- **Use Past Trips/Experiences to Recruit New Members:** Encourage your members to attend every state and national conference they can. Beyond competitive events, you'll find leadership workshops, networking, and fun trips to amusement parks, sporting events, and restaurants. There are plenty of new experiences waiting for your members.

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!

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 principal, 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 school’s 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.
- **Create a Chapter Website:** Start a chapter website to share the benefits of joining FBLA and showcase the activities of your FBLA chapter. 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 “Make Your Own Ice Cream Sundae” Party.
- **Advertise:** Reach out to your school marketing sources (school announcements, TV news, website, newspaper, social media, etc.) and ask to advertise FBLA. Make a short video that includes photos from your State Leadership Conference or the National Leadership Conference to show how fun FBLA is!
- **Create a Recruitment Challenge:** Create a competition in which current members compete for who can recruit the most 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.

Host an Induction Ceremony for New Members

Celebrating your chapter's new members is a great way to welcome—and keep—them in FBLA and encourage them to get their friends to join. If you need a sample ceremony script, please see the [Appendix](#).

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 encourage sign-ups. Parents/guardians may appreciate this as well so that they have one less thing to budget for in the fall. Put the membership money in your school account so that it is ready when you enter members in FBLA Connect in the fall. Payment should be easier with funds already in the account. You can learn more about dues amounts [here](#).

Make it Personal

There is no such thing as a “one-size-fits-all” membership for individuals. Members enjoy 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 or use the calendar feature for your local chapter in FBLA Connect. Share it with your members so they know what's coming up. 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 their 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 having all questions 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

Before the program year ends, 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 message just prior to school starting and let them know when the first meeting will be held.

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





FBLA PROGRAMS

FBLA offers membership and education programs throughout the year to help students develop their leadership skills, increase their knowledge of financial literacy, and complete community-service projects. Middle School membership programs include the Champion Chapter Award, a series of challenges to engage members in various activities throughout the year and allow them to earn recognition at the National Leadership Conference. The LEAD Award is an individual activity-based learning and recognition program for middle school students with two levels.

FBLA also works with various partners to provide opportunities for students to build on these skills. Many of these programs are free, designed to be completed in the classroom, have various deadlines throughout the year, and offer prize money to winning entries.

In addition, FBLA offers several opportunities for members to celebrate the organization and its mission. These include American Enterprise Day on November 15 and FBLA Week in February during Career & Technical Education Month.

LEAD Awards

LEAD Awards are an individual achievement award program open to all active, paid FBLA Middle School members. Participating students can enhance their leadership skills, expand their business knowledge, contribute to their local communities, and earn recognition by immersing themselves in their school and communities.

- **Explore Award:** Members are introduced to the foundations of FBLA and leadership principles in three interactive programs.
- **Aspire Award:** These four-hour courses take a deep dive into specialized content areas. Courses may be repeated. New courses continue to be added each year.

Members can complete these awards within [FBLA Connect](#).

Deadline for LEAD Award Recognition at the NLC: June 1

Note: Students may continue to work on their awards after these deadlines but will not receive ribbons at the NLC.

Champion Chapter

The Middle School Champion Chapter program is a set of membership recruitment and engagement-focused challenges that chapters may complete for national recognition, such as ribbons, plaques, and digital certificates, based on the number of points accumulated. Build your chapter's Program of Work by completing activities.

Chapters need to earn at least 2,000 points to earn recognition.

How to Participate: Keep track of your chapter's activities and save your documents so you can access them later when you complete the submission form. Look for more information on fbla.org.



MIDDLE SCHOOL CHAMPION CHAPTER

The Middle School Champion Chapter program is a set of membership recruitment and engagement-focused challenges that chapters may complete for national recognition, such as ribbons, plaques, and digital certificates, based on the number of points accumulated. Build your 2024-25 chapter Program of Work by completing activities. The tasks below are suggested for each month based on National Center programs; however, most may be completed at any time before the June 1 deadline. Chapters must receive at least 2,000 points to earn recognition.

AUGUST 2024

- 1. Host a local chapter officer seminar to make sure that officers understand their duties. (100)
- 2. Plan a "Welcome Back" meeting/event for returning and prospective members. (100)
- 3. Create a poster, flyer, social media post, or video promoting your FBLA chapter. (50)
- 4. Send invitations for students to join your FBLA chapter. (50)
- 5. Establish a Community Service Committee that will be tasked with creating and completing at least two projects. (50)

BONUS: Begin planning a New Member Induction Ceremony. (50)

SEPTEMBER 2024

- 1. Host a "Welcome Back" meeting/event. (100)
- 2. Host a Recruitment Week. (100)
- 3. Invite members to sign up for your chapter's Community Service Committee. (50)
- 4. Invite a businessperson or FBLA alum to speak at a chapter meeting or event. (50)
- 5. Create business cards for your members or officers. (50)

BONUS: Plan an Emblem Ceremony as part of October's New Member Induction. (50)

IMPORTANT DATES

NATIONAL:

- August 1, 2024** – Membership Year Begins
- October 15, 2024** – Dressed to Impress Scholarship deadline
- November 8-9, 2024** – National Fall Leadership Conference in Columbus, Ohio
- November 15, 2024** – American Enterprise Day
- February 1-28, 2025** – Career and Technical Education Month
- February 9-15, 2025** – FBLA Week
- March 1, 2025** – Membership dues payment deadline for National Leadership Conference (NLC) competitors
- April 15, 2025** – NLC Scholarship deadline
- June 1, 2025** – Champion Chapter submission deadline for recognition
- June 29-July 2, 2025** – National Leadership Conference in Anaheim, California

STATE:

LOCAL:

OCTOBER 2024

- 1. Complete the chapter checklist. (100)
- 2. Submit dues for at least five members. (100)
- 3. Schedule a meeting to plan the Community Service Committee's first project. (50)
- 4. Conduct a meeting that includes a guest speaker. (50)
- 5. Conduct an Emblem and New Member Induction Ceremony. (50)

BONUS: Have at least one member apply for the Dressed to Impress Scholarship. (50)

NOVEMBER 2024

- 1. Attend the American Enterprise Day webinar. (100)
- 2. Review competitive events at a meeting and encourage members to choose an event. (100)
- 3. Tour a business either virtually or in person. (50)
- 4. Host a "Bring a Friend" meeting. (50)
- 5. Sponsor a Spirit Day where all members wear FBLA-branded or blue and gold apparel. (50)

BONUS: Have at least one member and adviser attend the National Fall Leadership Conference in Columbus, Ohio. (50)

NOTES

DECEMBER 2024

- 1. Have members participate in a service activity of their choice. (100)
- 2. Plan a holiday party for members. (100)
- 3. Sponsor a Member Appreciation Breakfast. (50)
- 4. Volunteer to help a local business, charity, or teacher. (50)
- 5. Host a competitive events study activity. (50)

BONUS: Have members write thank-you notes to show appreciation to a group of your choice. (50)

JANUARY 2025

- 1. Have at least two members register for the LEAD Awards. (100)
- 2. Use the FBLA Week Toolkit to plan at least one chapter activity for FBLA Week. (100)
- 3. Prepare and post flyers or posters advertising FBLA Week. (50)
- 4. Discuss an article from *Tomorrow's Business Leader* at a chapter meeting. (50)
- 5. Plan a fundraiser. (50)

BONUS: Have at least one member participate in the spring Stock Market Game. (50)

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.

National Fall Leadership Conference (NFLC)

The **NFLC** is a two-day event during which students and advisers participate in motivational general sessions, interactive learning tracks, and leadership development workshops—coming home with valuable tools to ensure a successful year ahead. Exhibits offer a chance to talk with university, fundraising, and education program representatives in a one-on-one environment. The NFLC is a great place to bring new Officer Teams for team building, leadership development, and networking, so they can share best practices with other members throughout the year.

National Leadership Conference (NLC)

At the **NLC** in June, more than 14,000 of FBLA’s best and brightest convene on the national stage to compete in more than 100 business-related events, learn new ideas to shape their future career through workshops and exhibits, and elect National Officers for the next program year. This four-day annual conference is considered the culmination of the FBLA experience. The Future Leaders Expo, featuring the Innovation Theater, the FBLA Shop, student lounges, and pin trading, offers a variety of engaging ways to network with other members, advisers, and business and education leaders from across the country.

American Enterprise Day

President Jimmy Carter proclaimed American Enterprise Day in 1980 to honor the system that forms the backbone of the U.S. economy.

Today, FBLA chapters across the country plan projects and activities to celebrate this day on November 15. These events often involve local business leaders, education projects to reach other students, and competitions. The National Center also creates an Adviser Resource Guide with ideas for activities and hosts a webinar featuring business leaders. Visit fbla.org for more information on how your chapter can mark this day.

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 & 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 students 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, 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 back frequently for more information.

LEAD4CHANGE®

Empowering educators to develop student leaders.

A free leadership program for 6th-12th graders that teaches proven leadership skills for getting big things done.

Equip students with practical tools to affect change and make a difference

Get a step-by-step playbook that makes the lessons simple and flexible

Get funding to address needs in your community

**Register for
free today**

www.Lead4Change.org



**Create a more rewarding year for you and
your students with Lead4Change.**

Lead4Change.org

Additional Programs & Classroom Resources

LEAD4CHANGE

Lead4Change is FBLA's Preferred Leadership Program. It's a free student leadership program for students in grades 6-12 that helps students realize that their life truly matters and they can make a difference in their community. The program combines nine modules of leadership curriculum with a service project and unlocks the unique gifts of each student to create real, lasting change!

Throughout the program, students will learn collaboration, problem-solving, goal-setting, action planning, marketing, how to fail-forward, and more, as they put their leadership skills to work by creating a service project that solves a problem in the world around them. After their service project, educators and students can submit a small grant proposal to Lead4Change to earn funding to complete, extend, or improve their service project – up to \$10,000!

[Click here for more information](#)



The FBLA LifeSmarts Challenge is a national educational competition focused on personal finance and consumer topics. It complements the curriculum already in place in schools and can be used as an activity for classes, student leadership organizations, clubs, and community organizations.

This free program, open to students in grades 6-8 and 9-12, quizzes students about personal finance, technology and workforce preparation, consumer rights and responsibilities, health and safety, and the environment.

[Click here to learn more here](#)



Materials for teaching principle-based ethics and ethical decision-making are available at no cost through the generous support of the Daniels Fund.

MBA Research instructional tools, particularly [lesson modules \(LAPs\)](#) and the [Learning Center](#), provide strong support for students preparing to compete in FBLA competitive events, with the exception of those focused solely on technology. Visit www.mbaresearch.org/local-educators/student-organizations/fbla/ for more information about how MBA Research can assist in preparing students for competitive events.

To fully integrate MBA's many ethics education resources (as well as more than 300 additional lesson modules) into your curriculum, use the online MBA Research Learning Center.

[Click here to learn more](#)



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](#)



SIMnet[®]

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/ to purchase SIMnet today! Select "Register Now" to get started.

Format: Self-paced, online learning—no educator required

Cost: \$75.00



SIMnet[®]

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



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 for Microsoft Office Skills Training and Credentialing

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:

- 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.

Format:

Self-paced, online learning—no educator required

Cost:

\$75.00

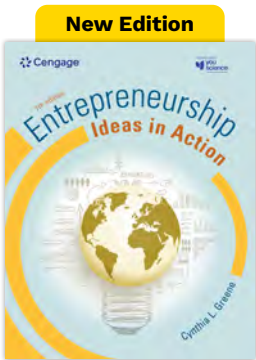
Questions:

Contact Selena Hicks at Selena.Hicks@mheducation.com or (574) 540-9154

To get started, visit fbla.simnetonline.com/sp/



EXPLORE DIGITAL SOLUTIONS FOR BUSINESS EDUCATION AND CTSO COMPETITIVE EVENTS PREP



Cengage
MindTap
In Stock Now!

Entrepreneurship: Ideas In Action, 7e

Provides students with the knowledge and skills needed to evaluate their potential as a business owner as they examine major steps involved in starting a new business.

9798214068992	Student Edition
9798214069012	MindTap (1-year access)

More purchasing options available. Ask your Sales Consultant.

FBLA ALIGNED TO FBLA PERFORMANCE INDICATORS



Aligned to YouScience Entrepreneurship (451) industry certification.



Cengage
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.

9780357124970	Student Edition
9780357362570	MindTap (1-year access)

More purchasing options available. Ask your Sales Consultant.

FBLA ALIGNED TO FBLA PERFORMANCE INDICATORS



Aligned to the YouScience Sports and Entertainment Marketing (416) industry certification.



EXPLORE INSIDE

Access our CTE Blog for classroom tips and tricks from professionals and program authors, supplements to classroom lessons, industry news and latest trends.

For more information, visit: exploreinside.ngl.cengage.com

Explore Print and Digital Products Across the CTE Career Pathways.

For more information, visit NGL.Cengage.com
(888) 915-3276





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 by providing opportunities to apply classroom concepts in a workforce-simulated competitive environment and receive feedback from business professionals. They can 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 and may also take place at the local and district/region 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.

Integrating Competitive Events into the Classroom

FBLA's Competitive Events 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 school administration and advisory committee members as judges to allow students to compete using an FBLA competitive event.
- Utilize Competitive Event Guidelines for classroom 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.

2024-25 MIDDLE SCHOOL COMPETITIVE EVENTS AT-A-GLANCE

COMPETITIVE EVENT	TEAM SIZE	EVENT ELEMENTS	NOTES
CHAPTER EVENT			
Annual Chapter Activities Presentation	1 - 3	Presentation	
Community Service Presentation	1 - 3	Presentation	
OBJECTIVE TEST			
Business Etiquette	1	Objective Test	
Career Exploration	1	Objective Test	
Digital Citizenship	1	Objective Test	
Exploring Computer Science	1	Objective Test	
Exploring Economics	1	Objective Test	
Exploring Leadership	1	Objective Test	
Exploring Parliamentary Procedure	1	Objective Test	
Exploring Technology	1	Objective Test	
FBLA Concepts	1	Objective Test	
Financial Literacy	1	Objective Test	
Interpersonal Communication	1	Objective Test	
Learning Strategies	1	Objective Test	
PRESENTATION EVENT			
Career Research	1	Presentation	
Exploring Business Ethics	1 - 3	Objective Test, Presentation with Topic	
Exploring Business Issues	1 - 3	Presentation with Topic	
Exploring Public Speaking	1	Speech with Topic	
Exploring Website Design	1 - 3	Presentation with Topic	
FBLA Mission & Pledge	1	Speech	
Marketing Mix Challenge	1 - 3	Presentation	
Video Game Challenge	1 - 3	Presentation with Topic	
PRODUCTION EVENT			
Exploring Computer Applications	1	Objective Test, Production Test	
INTERACTIVE ROLE PLAY EVENT			
Critical Thinking	1 - 3	Interactive Presentation	



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 take place throughout the year.

Dressed to Impress

This need-based scholarship provides members with \$300 to purchase professional attire of their choosing. It is open to all members in any division, with one prize given per division per state. Applications are due **October 15**.

National Leadership Conference (NLC) Scholarship

Available to all members who plan to attend the NLC. Scholarships include complimentary registration and \$500 for conference-related expenses such as travel and accommodations. Applications are due **April 15**.

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.

Young Leader Award

The Young Leader Award recognizes members with an extraordinary commitment to leadership and community service. Each state may nominate one member to represent it at the National Leadership Conference for this award.

Outstanding Chapter Advisers

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.

Adviser Wall of Fame

The Adviser Wall of Fame recognizes advisers and State Leaders with 20 or more years of service to FBLA. Current and retired advisers are eligible. Nominations may also be made for posthumous recognition. Advisers may nominate themselves. Nominations are due by the second Tuesday in May.

Gold Seal Chapters

The Gold Seal Chapter Award (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 and have paid dues by March 1 of the current program year. Each state may select two chapters, or up to 15 percent of its total number of active local chapters, whichever is greater, for the Gold Seal Award.

Businessperson of the Year

Each state may nominate one Businessperson of the Year per division who will be recognized at the NLC for exemplary leadership within the business world and significant contributions to and championing of FBLA at the local, district/region, or state level.



PROGRAM OF WORK

What Is a Program of Work?

A Program of Work is a strategic plan that outlines the goals, activities, and initiatives your chapter will undertake throughout the year. It serves as a roadmap for achieving your chapter's mission and enhancing the overall experience of your FBLA members. A well-designed Program of Work provides structure, direction, and purpose, ensuring your chapter's success and growth.

Why Use a Program of Work?

Organization and Clarity

A Program of Work provides a clear structure for your chapter's activities, ensuring that all members are aware of their roles and responsibilities.

Goal Alignment

The Program of Work helps align your chapter's activities with the broader goals of FBLA, enhancing the educational experience for your members and contributing to their personal and professional development.

Member Engagement

A well-structured Program of Work keeps members engaged by offering activities that cater to their interests and needs.

Accountability

By outlining specific goals and activities, a Program of Work helps hold members accountable for their commitments and achievements.

Tips for Crafting a Successful Program of Work

Set Clear Goals

Define specific, measurable, achievable, relevant, and timely (SMART) goals for each category of activities within your Program of Work.

Involve Members

Solicit input from your FBLA members when brainstorming and selecting activities. This fosters a sense of ownership and engagement.

Diversify Activities

Include a mix of activities that cater to various interests and skill levels. This ensures that your chapter is inclusive and appeals to a wide range of members.

Delegate Responsibilities

Assign roles and responsibilities for planning and executing each activity. Distributing tasks among members enhances teamwork and leadership development.

Allocate Resources

Identify the resources (financial, human, and material) required for each activity and plan accordingly.

Create a Timeline

Develop a timeline for each activity, including the planning, execution, and evaluation phases. A well-structured timeline prevents last-minute rushes and ensures smooth execution.

Monitor Progress

Regularly review your chapter's progress toward achieving the goals outlined in the Program of Work. Adjust strategies as needed.

Evaluate and Reflect

After each activity, gather feedback from participants and assess the outcomes. Use this information to refine future activities and improve the overall Program of Work.

The activities that make up your Program of Work tend to fall in one of the following categories:

Professional Development

Activities designed to enhance a member's work-readiness skills and career-related knowledge.

Networking Opportunities

Activities designed to help members connect with professionals and peers.

Marketing & Public Relations

Activities designed to effectively promote your chapter's initiatives, advocate for career and technical education, and publicly celebrate your achievements.



Business & Industry Connections

Activities designed to help members explore potential career paths, learn about job expectations, and connect with professionals to understand the skills needed for success.

Financial Management

Activities designed to promote financial literacy and responsible money management.

Service Learning

Activities designed to foster personal and professional growth while driving positive change within your community. These activities engage students through the development and execution of service projects that make a meaningful impact in their communities.

Chapter Operations

Activities related to the functioning and administration of your FBLA chapter.

Business World. Bell Ringers. A Bit of Fun. All In One.







Watch Now!



Business **U**

Full Course Catalog

Finance & Accounting

-  Accounting
-  Personal Finance
-  Principles of Finance
-  Econ 101

Entrepreneurship

-  Principles of Entrepreneurship
-  Pitch Deck Series

Business

-  Introduction to Business
-  Principles of Management
-  Business Law
-  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

S.M.A.R.T. Goals

When creating your Program of Work, it is best to set goals that are S.M.A.R.T: Specific, Measurable, Attainable, Relevant, and Timely.

Specific

Begin by defining what it is that you're trying to achieve. Be specific. Ask the Six Ws: who, what, why, where, when, and which.

Some example questions that you might ask include:

- Who is going to be involved in achieving this goal?
- What tools will they need to accomplish it?
- Why is the goal important?
- Where will the work be located?
- When does this goal need to be completed?
- Which resources are needed to do it?

Measurable

Your goal must be measurable, so you can track your progress. This will help keep you on track and motivate you to finish on time. To be successful, you need to regularly monitor and assess your progress. You must be able to identify when you've reached the goal, so you don't waste time once it's already been achieved.

- How many or how much?
- How do we know if we have reached the goal?
- What is our measurement of progress?

Attainable

Make sure the goal you set is possible to achieve. You want to reach beyond what you think is possible, but not so far that the project fails. You must know your limitations (such as time, budget, and resources) and ask if the goal can be accomplished.

- Do we have the resources and capabilities to achieve the goal? If not, what are we missing?
- What resources can we use to make this work?

Relevant

A S.M.A.R.T. goal must be relevant to the organization. Your goal must align with other relevant goals because success requires support and assistance from everyone on the project team. Therefore, it must make sense with the overall strategy of your team/organization.

- Why are we working on this project?
- How does this specific goal contribute to our long-term goals?
- How does this goal align with our mission and/or values?

Timely

Goals cannot be achieved without a deadline. A deadline is a great motivator and can provide context for you to outline the tasks necessary to reach that goal in the time allotted. Giving the goal time constraints helps keep you on track. You must answer questions, such as: when must the goal be achieved? Then get more specific: Is that in six months, six weeks, six days? Without a timeframe, you can't devise a plan, and the goal may never be realized.

- What is the start date?
- What is the deadline for the project?

Creating Your S.M.A.R.T. Goals

Using your understanding of S.M.A.R.T. goals, you'll want to identify both your personal and your team goals for the upcoming program year. Below are some starting places.

Membership Goals

One of the most important parts of FBLA is working to increase membership. You can do this by increasing the number of chapters and/or the number of members in each chapter.

When focusing on membership goals, remember that retention (or keeping existing members and chapters) is just as important as recruiting new members and chapters.

Participation Goals

Consider setting goals for participation in FBLA programs. If applicable, look at last year's participation statistics and determine realistic goals to increase participation this year.

Consider also creating goals for participation in individual achievement awards, chapter awards, and competitive events.

When setting goals for individual awards, begin by setting a goal for each officer to complete at least one level.

Communication Goals

Think about how your officer team communicates.

- Are you reaching members with important updates and news?
- If applicable, what methods of communication have worked best in the past?
- How can the officer team work to increase the effectiveness of communication?

Consider ideas and methods to best reach your intended audience.

End-of-Year Report

Before your team starts setting goals for the upcoming program year, it is important to know where your organization stands.

At the end of the year, have your students review their Program of Work to see what was successful, as well as which goals were not met. Look at the whole year to determine what contributed to the success of certain goals and why others fell short.

Be sure the outgoing officer team shares their lessons learned and recommendations with the incoming officer team. This can provide great insights to help next year's team set realistic goals and achieve success.

Enhancing Your Program of Work with Champion Chapter

As you structure your Program of Work, draw inspiration from FBLA's [Champion Chapter](#) program. By aligning your activities to Champion Chapter, you'll create a Program of Work that not only propels your chapter to success but also enriches the FBLA experience for all members.

Program of Work Templates

Simple POW Template

New advisers may want to opt for a simpler Program of Work, such as developing 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.

AUGUST

- Meet with officers to discuss a membership recruitment campaign
 - Launch a membership recruitment campaign
 - Start the Champion Chapter Program
-

SEPTEMBER

- Plan a membership recruitment drive
 - Develop member committees
 - Hold a chapter meeting and committee sign-ups
 - Submit dues to the National Center
 - Have new members complete the LEAD Award
-

OCTOBER

- Hold a chapter meeting
 - Promote competitive events and have students begin preparing/studying
 - Plan an induction ceremony for new members
-

NOVEMBER

- Hold a chapter meeting
 - Plan a watch party for the National American Enterprise Day webinar
 - Promote American Enterprise Day
 - Have members offer their services to the community and count the total hours combined
 - Participate in a local competition
 - Attend the National Fall Leadership Conference (NFLC)
-

DECEMBER

- Organize a community service project
 - Plan a social event for your chapter members
 - Hold a chapter meeting
 - Promote the LEAD Award to all members
-

JANUARY

- Sponsor a second semester membership recruitment drive
- Hold a chapter meeting
- Attend a District/Region Leadership Conference, if applicable

FEBRUARY

- Celebrate Career & Technical Education (CTE) Month
- Celebrate FBLA Week using the Adviser Toolkit for ideas
- Plan a watch party for the National Presidents' Forum sponsored by the National Center
- Hold a chapter meeting

MARCH

- Pay all dues by the membership deadline
- Plan a chapter trip and business tours
- Hold a chapter meeting
- Begin fundraising for the National Leadership Conference (NLC)

APRIL

- Hold a chapter meeting
- Attend your State Leadership Conference (SLC)
- Register for the NLC
- Encourage students to apply for the NLC scholarship

MAY

- Plan an end-of-the-year celebration
- Elect new officers
- Sponsor a pizza/bowling night
- Submit Champion Chapter

JUNE

- Attend the NLC



FUNDRAISING

Why Fundraise?

Even the most innovative and enthusiastic chapter will not be able to implement its Program of Work without raising money. Many chapters purchase T-shirts for their members, name badges for their officers, and pins or different items for their members throughout the year, as well as host events or attend conferences, all of which costs money.

Getting Started with Fundraising

- **Establish a fundraising committee** and appoint a chair.
- **Meet with your school administration** to discuss fundraising procedures, a calendar, financial requirements, requirements for forms, and project approval processes.
- **Set a budget** divided into estimated receipts and expenses.
- **Set fundraiser dates** that don't conflict with other community or school fundraisers. Clear the dates with your school.
- **Publicize your fundraiser** by posting flyers throughout the school and community, promote it on social media outlets, and share it in school newsletters.
- **Incentivize students** by setting up accounts where a percentage of profits goes toward participants' travel expenses.
- **Turn in collected money** to the designated collector on a pre-set schedule. Retain receipts for your records.

Creating a Budget

Include a budget in your Program of Work (which includes your chapter's goals and activities for the year). Anticipating expenses will help you set, and reach, the goals outlined in your Program of Work.

Your State Leader and the National Center will be able to provide conference locations, dates, hotel rates, and registration fees for the current year. This information will help you plan transportation, hotel, and food expenses. Work with your officer team to develop a budget as you work on the Program of Work. As soon as the costs of conferences, hotels, etc. are known, work to set the per student cost and share it with members and parents/guardians as early as possible. When planning for budget purposes, it may be a good idea to add 10–20 percent to costs year over year.

If your chapter would like to participate in chapter events such as American Enterprise Day or Community Service Project, you'll need to budget for those projects as well.

Where Do I Begin?

Begin by checking into the availability of funds from your school's business department. Also, be sure you check your school and school district's policy on funding, and make sure your fundraiser isn't too similar to another group in your school/community.

The budget is divided into two sections: estimated income and estimated expenses. This is a great way to involve your chapter officers and help them learn about finance and chapter management.

Think Outside the Box

There are many options to fundraise for your chapter. In addition to state and national partners, look for other opportunities in your community. Talk to your school about working the concession stands at sporting events, selling donuts to students in the morning before class, or hosting a walk/run. If your town has annual events such as fairs or festivals, inquire about your students serving as cleanup crew or event helpers in exchange for a donation to your FBLA chapter.

When Asking for Donations

- Send an email, then follow up one week later with a phone call.
- Be polite.
- Tell them who you are and let them know you represent a nonprofit organization.
- Ask for what you need and not what you want.

Remember to follow up with a thank you card and acknowledge them as publicly as you can. Even if they are not able to donate, thank them for their time.

Finally, sponsorships are a good way to raise money for your chapter and to work with the businesses in your community. The number one thing businesses want to know is what they get in return. Be prepared to tell them what benefits they will receive, such as:

- Put their logo on your chapter T-shirt
- Tell them that their name will be on the press release about the project, activity, or trip

Questions to Ask to Determine if You Should Engage in an Activity

- Which FBLA goals does this activity reinforce?
- Will it be a business learning experience? How?
- What are the risks involved? Are they worth the benefits?
- Has it been well thought-out and carefully planned?
- How will funds be raised for this activity?
- Has your school administration been informed?

Fundraising Ideas

Host a Fundraiser at a Local Restaurant

Many restaurants offer fundraising nights to student groups. Reach out to local restaurants or [check out one of the restaurants found in this list](#).

Be Entrepreneurial

Consider providing students with a hands-on opportunity for real-world experiences by encouraging students to identify needs in your community and then launch and run a business to fulfill that need.

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](#).

Host a Social Event

Many chapters have found success hosting social events at their school and charging admission. Examples could be a talent show, food cook-off, fashion show, etc.

Work Concessions

Many schools let student organizations work the concession booths at games to raise money for their organization. Consider checking with your school to see if there are opportunities like this available.

Sell Candy Grams

Consider capitalizing on holidays by selling candy grams at your school.

NEXT STEPS

There are many ways a chapter can fundraise. Continue research and plan your chapter's fundraising activities.

- Talk to other teachers in your school or FBLA advisers from other chapters for ideas. Ask what has worked for them in the past or what challenges they faced. Their experiences can be a great resource for you when planning and implementing your fundraiser(s).
- If you have multiple options for fundraising, let your officers/members help decide. If they feel they have a say in the decision, they will be more likely to engage in the fundraising activity.
- Plan and set a clear goal for fundraising.

SAMPLE BUDGET

FBLA Chapter Budget

Elk County Catholic Middle School

Chapter #1806595

2024-25 School Year

Estimated Chapter Receipts			
	Membership Dues and Fees		\$1,200.00
	Fundraising for State Project - Special Olympics		\$1,000.00
	Store		\$3,500.00
	Snack Machine		\$4,300.00
	BevMax		\$6,200.00
	Total Estimated Receipts		\$16,200.00
Estimated Chapter Expenditures			
	Membership Committee		\$100.00
	National Dues		\$400.00
	State Dues		\$240.00
	Executive Committee		\$100.00
	State Leadership Workshop		\$2,000.00
	Regional Leadership Conference		\$400.00
	State Leadership Conference		\$5,000.00
	National Leadership Conference		\$3,000.00
	Food for Monthly Meetings		\$300.00
	Awards Banquet		\$1,000.00
	Total Estimated Expenditures		\$12,540.00
	Balance at the Beginning of Year		\$8,476.77
	Total Receipts		\$16,200.00
	Less Total Expenditures		\$12,540.00
	Estimated Balance at End of Year		\$12,136.77

InstaRaise

More Profit. Zero Hassle.



Donations, Products, or Both.



Automated email/text/
social reminders.



One simple dashboard lets you
see progress with real-time data.



System-generated communication
every step of the way takes the
work off you.



100% dedicated group
& customer support.

Book Now For **Fall 2024**

Highest profit in industry

Donations **90%** profit

Products **65%** profit

Fundraising, Uncomplicated.

“

Fundraising doesn't have to be hard.

Students register once, add
contacts, and then our platform
handles the rest until graduation.
Your job is done.

Every supporter becomes a part
of all future fundraisers.

Easiest Fundraiser Ever. PERIOD.

www.InstaRaiseFundraising.com

National FBLA Preferred Fundraising Partner





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 award-winning 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. [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 Center](#) on FBLA's website for the Brand Guidelines, logo assets, templates, and step-by-step instructions for customizing your chapter's logo, 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 Social Media





WORKING WITH YOUR SCHOOL & COMMUNITY

FBLA presents many opportunities for you to nurture community connections for your students and your school, to promote the need for career and technical education in schools, and to build awareness of FBLA's mission nationwide.

Working with Your School

- Put up recruitment posters at the beginning of the new program year to invite students to attend an interest meeting for prospective members. Look for other occasions throughout the school year to invite students to join a meeting.
- Invite your principal to join an FBLA meeting. Show them the great work your students are doing in your school and in the community. This is also a chance for them to offer ideas about how FBLA can support school activities.
- Meet with school counselors before course registration opens for the next school year so they can have career and technical education classes top of mind when they're talking with students about what classes to choose.
- Post your activities to social media and link to your school's social media accounts so they can share your news more widely.
- Pitch a story idea about FBLA to a student publication or the morning news program. Make sure you have a news hook such as a guest speaker or an event.

Working with Your Community

- Invite a member of your community as a guest speaker to talk with students about career opportunities at their company or in their field. This is a great chance for students to network and explore career options. Provide some background about the speaker ahead of time and ask students to come to the meeting with one question written in advance for the guest speaker. Offer the speaker a small token of your appreciation at the meeting and be sure to follow up with a handwritten thank you note signed by students.
- Offer to support a local charity or business with a community service project. This will help students to learn more about their community and demonstrate the important role businesses play in a community's overall success.
- Invite a member of your local School Board, county board, or other local government official to attend an FBLA meeting. This experience will showcase the value of FBLA in students' lives and help them keep FBLA in mind at budget time.
- Share your accomplishments with the media. Write a pitch outlining your chapter's achievements at the end of the program year and share it with local media for a story.

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 and [FBLA Connect](#). The National Center and your State Leader are also ready to support you.

FBLA National Center Information

FBLA is headquartered in Reston, Virginia, just outside of Washington, D.C. FBLA Middle School is organized on local, state, and national levels. 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 and search by department for staff member names. Below are listed National Center departments and their responsibilities.

Awards & Recognition

Competitive Events Program; recognition programs (Young Leader, 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)

Communications & Marketing

Tomorrow's Business Leader; fbla.org; social media; media relations; email marketing; the FBLA Shop

Membership

Membership benefits (including Champion Chapter), 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

FBLA National Center
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!

APPENDIX A – OFFICER ELECTIONS

Candidate Qualifications

All candidates must:

- Be paid members with active status
- Have attended at least one conference

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.

If you are considered for and qualified to apply for an officer position, we will hold an interview 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:
 - 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 LEAD Awards.

President

- Preside over all meetings according to accepted parliamentary procedure and approve an agenda for each meeting.
- Keep members and discussion on track during meetings.
- Connect frequently 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.

Secretary/Treasurer

- Provide the president with an agenda for each meeting.
- Prepare the local chapter Program of Work (with collaboration from all officers).
- Prepare and read all minutes of meetings (preparing minutes means taking accurate notes of motions according to the state guidelines; such minutes should be readily available at all meetings).
- Read communications at meetings.
- Handle general correspondence of the chapter.
- Keep an accurate membership and attendance roll.
- Count and record votes when taken.
- Receive and act as custodian of chapter funds.
- Keep accurate, up-to-date financial records.

Parliamentarian

- Ensure that chapter meetings are conducted in an orderly manner according to the rules of parliamentary procedure.
- Assist chapter members in understanding the basic purpose of parliamentary procedure.
- Advise the presiding officer and other chapter members on parliamentary procedure.

Candidate Application Questions

Personal Information

- | | |
|----------------|--------------------------------|
| • Name | • Current Year in School |
| • Home Address | • Graduation Year |
| • Cell Phone | • # of Years as an FBLA Member |
| • Email | • Birthday |

Application

Below are listed items that you must submit unless otherwise indicated. 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 other offices held.
2. Submit a list of classes you will be taking next year. Be sure to indicate any free periods where you are willing to contribute to and work on FBLA activities. Specify if this free period is something that you are willing to donate permanently or temporarily.
3. What have you done as an FBLA member? (List all conference awards, LEAD awards, school service, etc.)
4. What would you bring to the Executive Board?
5. What other extracurricular obligations will you have next year?
6. If you were elected as an officer, what would you want to accomplish first?
7. Serving as an officer is a major commitment of time, energy, and resources. Describe the arrangements you have made to ensure you can dedicate adequate levels of each if elected (e.g., are rides a problem for you?).
8. If you have any additional information you would like us to know, please include it in your application. Limit all information to one page.

APPENDIX B – NEW MEMBER INDUCTION & EMBLEM CEREMONY

Purpose

The New Member Induction Ceremony, which includes an emblem/crest ceremony (which can also be used on its own for meetings/conferences by local and state officers) is used to inform and inspire new FBLA members about our organization’s purposes while providing an opportunity to develop presentation skills for officers. The presentation of the emblem or crest, displayed to the right, is part of this ceremony.



Methods of Presentation

- Many chapters make a large emblem on foamboard. They then cut out the different pieces and affix them to the tag board with velcro or tape.
- Another option is to create a PowerPoint presentation of the FBLA Induction Ceremony

As an officer speaks about each part, they place the “puzzle” of the emblem/crest. Once the ceremony is done—you will have a completed emblem/crest!

Script

Chapter President:

(Raps the gavel once for the group to come to order)

Welcome to the Induction Ceremony for Future Business Leaders of America (FBLA).

FBLA’s mission is to inspire and prepare students to become community-minded business leaders in a global society through relevant career preparation and leadership experience.

I would like to start by introducing each of our local chapter officers. *(Have each officer stand as the Chapter President introduces each officer by name and title.)*

Thank you, officers.

Would our chapter secretary/treasurer bring members who want to join our chapter forward?

Chapter Secretary/Treasurer: *(Guides New Members to the front of the room as a group)*

Chapter President: These candidates have expressed a desire to become members of the *(name)* chapter of Future Business Leaders of America (FBLA).

Chapter President: *(to the candidates).*

We accept you as candidates for membership in the *(name)* chapter of Future Business Leaders of America. Before you become members, let us consider the three parts of our Delta logo.

(Reporter displays Delta below)



The Delta represents:

- FBLA's commitment to the ideals of service, education, and progress.
- FBLA's three divisions: Middle School, High School, and Collegiate.
- The change and progress our student members experience as part of FBLA.
- The importance of each piece of the whole coming together to achieve success.

Let us take a closer look at the three words on our emblem, starting with service.

Chapter President:

The word “**service**” donates members becoming a servant leader, which means adopting a leadership philosophy and style that focuses on serving and empowering others.

*The “**SERVICE**” element of the emblem or crest is displayed by the Chapter Reporter.*

Some key aspects of servant leadership include:

1. Putting the needs of the team and organization ahead of your own self-interest. The servant leader's top priority is supporting and enabling the success of others.
2. Leading with humility and sharing power with others instead of exercising control and authority. Servant leaders see themselves as stewards.
3. Empowering and developing others. Servant leaders provide guidance and create opportunities for team members to grow their skills and capabilities.
4. Listening attentively to understand the needs and perspectives of those you lead before prescribing solutions.
5. Building a sense of community and making sure all voices are heard within the team or organization.
6. Leading with ethics, integrity, and a genuine concern for the well-being of people.

The servant leader role model is one of service, facilitating success in others. It requires emotional intelligence and solid ethical principles. The measure of a servant leader is the growth and success of the people they lead.

Chapter Secretary/Treasurer:

The word “**education**” refers to the learning experiences and opportunities provided FBLA members beyond the traditional classroom instruction.

*The “**EDUCATION**” element of the crest is displayed by the Chapter Reporter.*

For a CTSO (Career and Technical Student Organization) like ours, education can encompass several aspects:

1. **Leadership Development:** FBLA focuses on developing leadership skills in members through activities, competitions, officer roles, and training events.
2. **Career Exploration:** Many FBLA programs include opportunities for students to explore different career paths related to their field of study through job shadowing, internships, or industry tours.
3. **Skill Development:** FBLA provides hands-on experiences and competitions that allow members to apply and hone the technical skills learned in their career and technical education courses.

Chapter Parliamentarian:

“Progress” is multidimensional – encompassing personal development, achievements, organizational growth, career readiness, and community impact driven by involvement in the FBLA experience.

The “PROGRESS” element of the emblem or crest is displayed.

For an FBLA member, progress means:

1. **Personal Growth And Development:** As an FBLA member, “progress” refers to the advancement of your own skills, knowledge, and leadership abilities through participation in FBLA activities and events. This could include progress in areas like public speaking, business knowledge, networking, time management, etc.
2. **Achievement and Accomplishments:** “Progress” can also signify the achievements, awards, or competitive successes that an FBLA member earns through their hard work and dedication to the organization. Winning competitions, completing projects, or attaining leadership roles demonstrates progress.
3. **Organizational Progress:** From an organizational perspective, “progress” relates to the growth, expansion, and improvement of the FBLA chapter or organization. This could involve increasing membership, enhancing programs, raising more funds, or gaining more recognition.
4. **Career Preparation:** A major goal of FBLA is career readiness. So, “progress” for a member is making strides towards better preparing themselves for future business leadership roles through activities that build relevant skills.
5. **Community Impact:** “Progress” can also refer to the positive impact an FBLA member or chapter makes through community service projects, advocacy efforts, or outreach initiatives.

Chapter President:

Now, let us focus on the words that make up our name, beginning with Future.

The word “future” encapsulates an FBLA member’s drive to develop themselves, their leadership potential, their professional networks, and their ability to contribute to the business world of tomorrow.

The “FUTURE” element of the crest/emblem is displayed by the Chapter Reporter.

For an FBLA (Future Business Leaders of America) member, the word “future” holds significant meaning and symbolizes several important aspects:

1. **Career Aspirations:** As a student organization focused on business and leadership, “future” represents the career goals and professional ambitions that FBLA members are working towards. It signifies their desire to prepare for and attain successful business careers in the future.
2. **Skill Development:** Participating in FBLA activities and competitions helps members develop essential skills like public speaking, teamwork, problem-solving, and business acumen. These skills equip them for their future professional endeavors.
3. **Leadership Potential:** FBLA provides opportunities for members to take on leadership roles and responsibilities within their chapters and at events. This nurtures their leadership potential for future roles in the business world.
4. **Networking:** FBLA encourages networking among members, advisers, and business professionals. These connections can be invaluable for members’ future career prospects and professional growth.
5. **Entrepreneurial Spirit:** For some members, “future” may signify their aspirations to become entrepreneurs and start their own businesses in the future, leveraging the skills and knowledge gained through FBLA.

6. **Continuous Learning:** The word “future” also represents the commitment to continuous learning and adapting to the ever-changing business landscape, a mindset instilled by FBLA’s emphasis on staying up-to-date with industry trends and best practices.
7. **Legacy:** FBLA members may also view “future” as their opportunity to make a positive impact on the organization, their communities, and the business world for generations to come.

Chapter Secretary/Treasurer:

Overall, for an FBLA member, the word “**business**” represents their passion for the field, their commitment to developing essential skills, their entrepreneurial aspirations, their understanding of economic principles, their networking opportunities, their leadership growth, and their desire to make a positive impact in the business community and society.

*The “**BUSINESS**” element of the crest/emblem is displayed by the Chapter Reporter.*

For a member of FBLA, business means:

1. **Career Path:** “Business” represents the various career fields and industries that FBLA members may pursue, such as marketing, finance, entrepreneurship, management, accounting, and more. It signifies their potential future professions and areas of expertise.
2. **Skills Development:** FBLA provides opportunities for members to develop essential business skills, such as communication, problem-solving, decision-making, and professionalism. These skills are vital for success in the business world.
3. **Entrepreneurial Mindset:** “Business” also represents the entrepreneurial spirit that FBLA fosters. Members learn about starting and running a business, developing business plans, and cultivating an entrepreneurial mindset.
4. **Economic Literacy:** Through FBLA activities and competitions, members understand economic principles, business ethics, and the role of businesses in society, contributing to their economic literacy.
5. **Networking Opportunities:** “Business” signifies the valuable networking opportunities provided by FBLA, where members can connect with industry professionals, potential mentors, and future colleagues.
6. **Leadership Development:** FBLA emphasizes leadership development, and “business” represents the leadership roles and responsibilities that members can take on within their chapters, preparing them for future leadership positions in the business world.

Chapter Secretary/Treasurer:

The word “**leaders**” represents personal growth, organizational responsibilities, industry mentorship, future potential, community impact, ethical decision-making, and the ability to inspire and influence others positively.

*The “**LEADERS**” element of the crest is displayed by the Chapter Reporter.*

For our members, FBLA means:

1. **Personal Growth:** FBLA aims to develop leadership skills in its members, empowering them to become effective leaders in their future careers and communities. “Leaders” represents the opportunity for personal growth and the development of critical leadership qualities like decision-making, communication, problem-solving, and influence.
2. **Organizational Roles:** Within the FBLA organization itself, “leaders” refers to the various leadership positions and responsibilities that members can take on, such as chapter officers, committee chairs, or event coordinators. These roles provide hands-on leadership experience and foster a sense of ownership and accountability.

3. **Industry Mentorship:** FBLA often connects its members with business leaders and professionals, who serve as mentors and role models. “Leaders” represents the opportunity to learn from and be inspired by successful industry leaders, gaining valuable insights and guidance.
4. **Future Potential:** As an organization focused on business and entrepreneurship, “leaders” signifies the potential for FBLA members to become future leaders in their chosen fields or as entrepreneurs. It represents the foundation being laid for their future leadership roles and responsibilities.
5. **Community Impact:** “Leaders” also encompasses the idea of being a positive force for change and making a meaningful impact on one’s community. FBLA encourages members to be leaders in community service and civic engagement initiatives.
6. **Ethical Leadership:** FBLA emphasizes the importance of ethical leadership, and “leaders” represent the responsibility of making decisions with integrity, accountability, and a commitment to ethical business practices.
7. **Inspiration and Influence:** “Leaders” signifies the ability to inspire and influence others, whether it’s within the FBLA organization, in the business world, or in the broader community. It represents the potential for FBLA members to leave a lasting positive impact through their leadership.

President:

Finally, we think about America. “**America**” is a source of pride, opportunity, civic engagement, diversity, global competitiveness, entrepreneurial spirit, and a connection to the nation’s economic legacy and future.

*The “**AMERICA**” element of the emblem/crest is displayed by the Chapter Reporter.*

For members, America means:

1. **National Organization:** FBLA is a national student organization in the United States, with chapters and members across the country. “America” signifies the broad reach and unity of the organization, connecting business and leadership-oriented students from diverse backgrounds and regions.
2. **Economic Opportunities:** As an organization focused on business and entrepreneurship, “America” symbolizes the economic opportunities and free-market principles that exist within the United States. FBLA aims to prepare its members to become future business leaders and contributors to the American economy.
3. **Patriotism and Civic Engagement:** FBLA instills a sense of patriotism and civic responsibility in its members. “America” represents the importance of being engaged citizens, contributing to their local communities, and upholding the values and ideals of the nation.
4. **Diversity and Inclusion:** The United States is a diverse nation, and “America” for FBLA members signifies the organization’s commitment to embracing diversity, promoting inclusivity, and providing equal opportunities for all members, regardless of their backgrounds.
5. **Global Competitiveness:** While “America” represents national pride, it also symbolizes the need for American businesses and future leaders to be globally competitive. FBLA equips its members with the skills and knowledge to succeed in an increasingly interconnected world economy.
6. **Entrepreneurial Spirit:** The United States has a rich history of entrepreneurship and innovation. For FBLA members, “America” represents the entrepreneurial spirit and the potential to contribute new ideas, products, and services that drive economic growth and progress.
7. **Legacy and Future:** “America” also signifies the legacy of past business leaders and entrepreneurs who have shaped the nation’s economic landscape, as well as the future generation of leaders that FBLA members represent, carrying the torch forward.

Chapter President:

All the words together stand for Future Business Leaders of America. The crest stands for our organization, which provides opportunities for each member to become a leader of tomorrow.

Raps the gavel and presenting members are seated.

Optional Conclusions to the FBLA Crest Ceremony

Recite the FBLA Pledge.

Chapter President:

Please rise, raise your right hand, and join me in reciting the FBLA Pledge:

Wait for all members to stand.

Display the FBLA Pledge or distribute copies if possible.

I solemnly promise to support the mission of Future Business Leaders of America, abide by its code of ethics and code of conduct, and develop the qualities necessary to become a community-minded business leader.

Finally, many chapters present new members with a certificate of membership, their membership card, or a FBLA pin. New members may then be seated.

Chapter President:

Before we part ways, I would like to leave you with this thought: The real significance of this ceremony lies not just in what we have witnessed, but in what we choose to do with the inspiration and lessons it has provided. Let us make the most of this moment and create an even brighter future together.

Thank you all for joining us and making this such a memorable event.

This ceremony is adjourned. *(Rap the gavel once)*