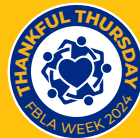




FBLA WEEK

2024 Adviser Toolkit





Welcome

Dear Advisers,

As we gear up for the second half of the membership year, it is time to come together and celebrate everything we love about and value in FBLA. It's almost time for our favorite week of the year: FBLA Week!

On behalf of all the National Officers, we are delighted to celebrate FBLA Week with you on February 11-17, 2024! Through online workshops, networking, and prizes, we want to express our appreciation for everything you and your students do within the FBLA community. FBLA Week is a highlight of the membership year, and we can't wait to see you and your members at all the national events occurring throughout this week.

In order to provide you with the resources you need, we have created this FBLA Week Toolkit. This in-depth guide highlights the ways in which you and your members can prepare before the week begins and how you can spread the word about FBLA at your school/campus and in your community. Additionally, it showcases the activities the National Officers plan to host throughout the week.

Get ready for an incredible seven days of activities, prizes, and opportunities to connect with your FBLA family. To ensure you and your students are ready, please be sure to check your email, the [FBLA Week website](#), and the National social media accounts for additional information.

We are so excited to see you in February!

Warmest Regards,



Deborah Jacklin

Deborah Jacklin
High School National President
djacklin@fbla.org



Toby Neal

Toby Neal
Collegiate National President
tneal@fbla.org



FBLA Week at a Glance

Before FBLA Week

- Watch the FBLA Week preview video in which the National Officers highlight the week's many festivities. This video will be available in mid-January on the [FBLA Week website](#).
- Raise money for the FBLA Week fundraising competition, which runs from January 9 to February 9. Chapters can raise money for any local charity and will report the amount raised and provide documentation on the [FBLA Week: Service Sunday Fundraising Competition Form](#).
- Make sure your state officers and leaders know of your accomplishments so they can share them in the [state chapter success stories](#).
- Encourage students to create an adviser and state leader thank you graphic with a photo and submit it via [this form](#) by February 1.
- Ask your local and state officials to proclaim February 11-17, 2024 as FBLA Week. View a sample proclamation [here](#).
- Alert local news media to your FBLA Week plans. Find a sample press release [here](#).
- Order FBLA-branded products at [fbla.org/shop](#) to show your FBLA spirit throughout the week!
- Make sure your school, school district, and local community know about FBLA Week.
- Log on to Goosechase to complete missions as a chapter. Chapters that participate can earn a digital badge and digital certificate. The Race to FBLA Week challenge will run January 22 to February 9. Specific instructions for participating are available in the Before FBLA Week checklist on page 8.

Service Sunday: February 11, 2024

- **Description:** Encourage chapters to complete community service projects and fulfill one of the tenets of FBLA's mission. We will also share the total amount of money raised as part of the fundraising competition that took place before FBLA Week.
- **Middle School, High School, & Collegiate Task:** Members will complete community service projects and post about their experiences on Instagram, utilizing the #FBLAWeek hashtag. The National Instagram account will share some of these highlights and the total amount of money raised through the fundraising competition leading up to FBLA Week.

Mentor Monday: February 12, 2024

- **Description:** Celebrate the importance of mentors who enrich the experiences of FBLA members. Programs or events that your chapter hosts on this day should highlight the role of mentors in a student's FBLA experience. FBLA will host a [career panel webinar](#) at 7:30 PM ET about the important role mentors play as students enter the workforce.
- **Middle School, High School, & Collegiate Task:** Members will have the opportunity to hear about the important role mentors play in launching and supporting their career journey in the [career panel webinar](#).

Tuesday Talks: February 13, 2024

- **Description:** Connect with current National Officers, past officers, and other FBLA members through fun and unique programming, including a [Battle of the Regions game night](#) and [Collegiate Conversations](#).
- **Middle School & High School Task:** Members will have the chance to network with other FBLA members in their region and the National Officers and then compete in a [Battle of the Regions game night](#) at 7:00 PM ET.
- **Collegiate Task:** Collegiate members will have the chance to network with their National Officer Team and other members in a casual manner in the February [Collegiate Conversations webinar](#) at 7:30 PM ET.

Why Wednesday: February 14, 2024

- **Description:** Preview the rest of the program year, including the National Leadership Conference (NLC) in June in Orlando and other National Officer programs through the National Presidents' Forum. Encourage members to share "why" they are involved in FBLA on social media using the hashtag #FBLAWeek.
- **Middle School, High School, & Collegiate Task:** Members can join the [National Presidents' Forum](#) at 7:00 PM ET to learn more about how to enhance their involvement within the organization and get a sneak peek at the 2024 NLC. We'll also celebrate "why" it's great to be a part of FBLA! And we'll launch a contest for members to suggest and design themes for the 2024-25 program year.

Thankful Thursday: February 15, 2024

- **Description:** Thank local chapter advisers and state leaders by sharing videos and/or photos on social media.
- **Middle School, High School, & Collegiate Task:** Members will thank advisers and state leaders for their commitment to the organization by posting stories, photos, and/or videos to their Instagram accounts using the hashtag #FBLAWeek. They will also be encouraged to submit a thank you graphic with a photo with their adviser/chapter leader on [this form](#) by February 1. Their responses may be featured on the National social media accounts.

Future Friday: February 16, 2024

- **Description:** Prepare FBLA members for their future by encouraging them to dress in professional attire, connect with industry professionals, research possible careers, and complete informational interviews.
- **Middle School & High School Task:** Members will close out the school week by dressing as a professional in their future career. They will also learn about what it takes to succeed in a chosen career. FBLA alumni and the Collegiate National Officers will host a ["Next Steps" webinar](#) at 7:00 PM ET to help prepare students to transition from high school to college or a career.
- **Collegiate Task:** Members will receive individual feedback on their resumes and connect with FBLA partners for informational interviews. They can also participate in a ["Backpack to Briefcase" webinar](#) at 7:30 PM ET with tips on how to transition from college to the workforce, led by former Collegiate National President Madison Kraemer.

Success Saturday: February 17, 2024

- **Description:** End FBLA Week with a celebration of your chapter's accomplishments by tagging [@fbla_national](#) on Instagram and using the hashtag #FBLAWeek.
- **Middle School & High School Task:** High School Regional Vice Presidents will highlight [state chapter success stories](#) through social media. Stay tuned for chapters to be recognized on the National Instagram page!
- **Collegiate Task:** Collegiate State Officers will participate in the [State Officer Summit](#) from 11:00 AM–1:00 PM ET.



Before FBLA Week



CHECKLIST:

- ☐ Watch the FBLA Week preview video in which the National Officers highlight the week's many festivities. This video will be available in mid-January on the [FBLA Week website](#).
- ☐ Raise money for the FBLA Week fundraising competition, which runs from January 9 to February 9. Chapters can raise money for any local charity and will report the amount raised and provide documentation on the [FBLA Week: Service Sunday Fundraising Competition Form](#).
- ☐ Make sure your state officers and leaders know of your accomplishments so they can share them in the [state chapter success stories](#).
- ☐ Encourage students to create an adviser and state leader thank you graphic with a photo and submit it [via this form](#) by February 1.
- ☐ Ask your local and state officials to proclaim February 11-17, 2024 as FBLA Week. View a sample proclamation [here](#).
- ☐ Alert local news media to your FBLA Week plans. Find a sample press release [here](#).
- ☐ Order FBLA products at [fbla.org/shop](#) to show your FBLA spirit throughout the week!
- ☐ Sponsor a Blue and Gold Day for members to wear FBLA colors.
- ☐ Tour a local business or sponsor a job-shadow day.
- ☐ Make sure your school and community know about FBLA Week:
 - ◆ Put up flyers and/or posters announcing FBLA Week around your building or campus. Your Student Government Association may be a helpful partner in this.
 - ◆ Submit a segment to your school's morning news program or request that FBLA Week be included in your school's morning announcements.
 - ◆ Submit an item to your school's faculty announcements with details about how long your FBLA chapter has been active at your school, how many members you have, and some of your recent accomplishments.
 - ◆ Hold an interest meeting and invite potential new FBLA members to attend FBLA Week events.
 - ◆ Follow the other suggestions in the media outreach section later in this document.

(continued)

1. Download the Goosechase [iOS](#) or [Android](#) app.
2. Log in. New to Goosechase? Sign up for an account or play as a guest.
3. Search for this Experience by the code for your division and click Let's Go.
Middle School: **BD1DVE**
High School: **V818DL**
Collegiate: **6X9XQG**
4. Every chapter should create a team! Join your chapter's team or create a team for your chapter. Only one team should be created per chapter!
5. Lastly, set yourself apart with a name and photo and click Save. Your name should be your 'Chapter Name – State'. *Chapters that don't follow this instruction will not be eligible for awards.*





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SERVICE SUNDAY

FEBRUARY 11, 2024

Description:

Encourage chapters to complete community service projects and fulfill one of the tenets of FBLA's mission. We will also share the total amount of money raised as part of the fundraising competition that took place before FBLA Week.

Middle School, High School, & Collegiate Task:

Members will complete community service projects and post about their experiences on Instagram, utilizing the #FBLAWeek hashtag. The National Instagram account will share some of these highlights and the total amount of money raised through the fundraising competition leading up to FBLA Week.

Checklist:

- ☐ Contact a local community service organization to find out what types of projects your students could participate in. Examples of projects include:
 - Hold a community clean-up on your school campus or in your local community.
 - Volunteer at a local animal shelter.
 - Read books to elementary school children at the local library.
 - Host a food drive to stock your on-campus food pantry.
 - Do arts and crafts with senior citizens at a retirement community.
 - Organize a fundraising event for a local charity.
- ☐ Be sure to follow your school/school district/campus policies for activities, including making arrangements for field trips.
- ☐ Encourage your chapter members to post their photos of community service activities to Instagram, tagging [@fbla_national](https://www.instagram.com/fbla_national) and using the #FBLAWeek hashtag.
- ☐ Ask each student to come up with one example of another community service project your chapter could complete during the remainder of the 2023-24 program year.
- ☐ Have your students journal about their community service project experience. What did they learn about themselves and others by helping members of their community? Why is it important for business leaders to give back to and support their local communities?

Planning Notes:





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MENTOR MONDAY LONG ISLAND UNIVERSITY

FEBRUARY 12, 2024

Description:

Celebrate the importance of mentors who enrich the experiences of FBLA members. Programs or events that your chapter hosts on this day should highlight the role of mentors in a student's FBLA experience. FBLA will host a [career panel webinar](#) at 7:30 PM ET about the important role mentors play as students enter the workforce.

Middle School, High School, & Collegiate Task:

Members will have the opportunity to hear about the important role mentors play in launching and supporting their career journey in the [career panel webinar](#).

Checklist:

- ☐ Make sure your students know the details for attending the career panel webinar. Ask them to reflect afterward on a piece of motivational advice that resonated with them.
- ☐ Pair a High School chapter with a Middle School chapter for a meeting. Use FBLA's [Chapter Locator](#) to find other chapters in your area. Think about some fun icebreakers for the meeting and have the High School chapter officers design some games to engage Middle School members and share information with them about the FBLA experience in high school.
- ☐ Encourage members to share their experiences being mentored or mentoring others on social media. If members tag the National FBLA Instagram account, they may be featured on the official story.
- ☐ For those students with a mentor, encourage them to write a thank you note to their mentor, recognizing that person for the positive impact they have had on their life.
- ☐ For those students without a mentor, explain to them some of the ways a mentor can help guide their career. Then ask them to identify a potential member of their school or community who could serve as a mentor given their experiences and interests. Encourage them to write a professional email asking that person to serve as a mentor and explaining how both the FBLA member and mentor would benefit from this experience.

Planning Notes:





Sponsored by:



TUESDAY TALKS

FEBRUARY 13, 2024

Description:

Connect with current National Officers, past officers, and other FBLA members through fun and unique programming, including a [Battle of the Regions game night](#) and [Collegiate Conversations](#).

Middle School & High School Task:

Members will have the chance to network with other FBLA members in their region and the National Officers and then compete in a [Battle of the Regions game](#) night at 7:00 PM ET.

Collegiate Task:

Collegiate members will have the chance to network with the National Officer Team and other members in a casual manner in the February [Collegiate Conversations webinar](#) at 7:30 PM ET.

Checklist:

- ☐ Share the details for the networking sessions with students.
- ☐ Discuss with students why networking is important. Share some examples from your own career or those of family and friends. You may also want to invite someone from your school's Career Services department to give some remarks about the importance of networking and how to go about it successfully as students look to enter the workforce.
- ☐ High School: Encourage students to read the [Networking Toolkit](#) developed by the 2022-23 National Officers and set up their LinkedIn profile. Students should think about who they want to connect with and follow on [LinkedIn](#) to further their career plans.
- ☐ Collegiate: Make sure students have the Collegiate Conversations date on their calendars and have questions ready to ask the National Officers.

Planning Notes: _____





Sponsored by:



WHY WEDNESDAY

FEBRUARY 14, 2024

Description:

Preview the rest of the program year, including the National Leadership Conference (NLC) in June in Orlando and other National Officer programs through the National Presidents' Forum. Encourage members to share "why" they are involved in FBLA on social media.

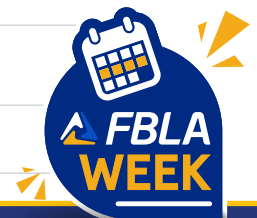
Middle School, High School, & Collegiate Task:

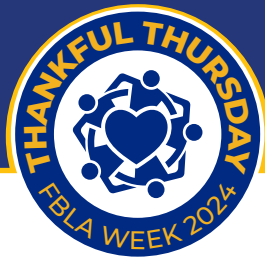
Members can join the [National Presidents' Forum](#) at 7:00 PM ET to learn more about how to enhance their involvement within the organization and get a sneak peek at the 2024 NLC. We'll also celebrate "why" it's great to be a part of FBLA! And we'll launch a contest for members to suggest and design themes for the 2024-25 program year.

Checklist:

- ☐ Ensure students know how to log onto the National Presidents' Forum at 7:00 PM ET. Consider hosting a watch party at your school with snacks and fun prizes!
- ☐ Ask students to share "why" they love FBLA. Create a large heart-shaped card or a poster to hang in your classroom where students can write their answers.
- ☐ Have students make and share a "why I love FBLA" video on social media. Encourage them to provide specific examples of how FBLA has given them skills to become workforce-ready. This is a great chance for students to practice their elevator speech for FBLA. The National Center will share some of these on our social media accounts.
- ☐ Encourage students to wear pink to show their love for FBLA on Valentine's Day.
- ☐ Host an interest meeting for FBLA at your school. Encourage your students to share stories about how FBLA has helped them develop in their personal and professional lives. Play [this video](#) from the 2023 NLC.
- ☐ Display merch from the [FBLA Shop](#) and order some items for giveaways.
- ☐ Review the [past FBLA themes](#) and encourage students to suggest theme names and designs for the 2024-25 program year. They could be recognized at the 2024 NLC.

Planning Notes:





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Business 

THANKFUL THURSDAY

FEBRUARY 15, 2024

Description:

Thank local chapter advisers and state leaders by sharing videos and/or photos on social media.

Middle School, High School, & Collegiate Task:

Members will thank advisers and state leaders for their commitment to the organization by posting stories, photos, and/or videos to their Instagram accounts. They will also be encouraged to submit a thank you graphic with a photo with their adviser/chapter leader on [this form](#) by February 1. Their responses may be featured on the National social media accounts.

Checklist:

- ☐ Members can write thank you notes to local chapter advisers and/or state leaders to express their gratitude.
- ☐ Chapter officers can plan an appreciation breakfast, luncheon, or other celebration for their local chapter adviser.
- ☐ Encourage students to dress up as the FBLA adviser they are thankful for.
- ☐ Have students share messages of thanks on social media and tag their chapter adviser, school, and state FBLA.
- ☐ Let your director of student activities, department chair, and principal know about these messages, so they can include them on the school's social media accounts.
- ☐ Enjoy the appreciation from your students. You work hard all year, and they recognize it. You are helping to shape and inspire lives. Thank you!

Planning Notes:





Sponsored by:



FUTURE FRIDAY

FEBRUARY 16, 2024

Description:

Prepare FBLA members for their future by encouraging them to dress in professional attire, connect with industry professionals, research possible future careers, and complete informational interviews.

Middle School & High School Task:

Members will close out the school week by dressing as a professional in their future career. They will also learn about what it takes to succeed in a chosen career. FBLA alumni and the Collegiate National Officers will host a ["Next Steps"](#) webinar at 7:00 PM ET to help prepare students to transition from high school to college or a career.

Collegiate Task:

Members will receive individual feedback on their resumes and connect with FBLA partners for informational interviews. They can also participate in a ["Backpack to Briefcase" webinar](#) at 7:30 PM ET with tips on how to transition from college to the workforce, led by former Collegiate National President Madison Kraemer.

Checklist:

- ☐ Work with your director of student activities to encourage everyone in your school to dress up for their future career on this day. If you advertise this event through posters, be sure to include [FBLA's logo](#) on it.
- ☐ Review the [FBLA Dress Code](#) with your students to ensure they understand which clothing items qualify as professional attire.
- ☐ Invite an FBLA alum in your area to speak with your students. Ask the alum how FBLA prepared them for a successful career, what they wish they had known about the workforce when they were starting out, and other advice they have. Discuss the speaker's background ahead of time and encourage each student to come to the talk with a question for the speaker. Have students sign a thank you card to mail to the speaker afterward.

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CareerView^{XR}
Career Exploration Experiences by
Be More Colorful

End FBLA Week with a celebration of your chapter's accomplishments by tagging [@fbla_national](#) and using the hashtag #FBLAWeek.

High School Regional Vice Presidents will highlight [state chapter success stories](#) through social media. Stay tuned for chapters to be recognized on the National Instagram page!

Collegiate State Officers will participate in the [State Officer Summit](#) from 11:00 AM.-1:00 PM ET.

Checklist:

- ❑ Have your students follow FBLA’s social media accounts to see state chapter success stories. Ask students for one idea your chapter could complete in the remainder of the 2023-24 program year.
- ❑ Remind Collegiate members about the State Officer Summit on Saturday. Encourage them to take notes so they can think about ideas for chapters in their states to accomplish in the remainder of the 2023-24 program year.

Planning Notes: _____





Making sure your school, community, and the local media know about FBLA Week is a great way to share with others the important work your FBLA chapter is doing, 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.

CHECKLIST: Your School

- ☐ Put up flyers and/or posters announcing FBLA Week around your building or campus.
- ☐ Submit a segment to your school's morning news program or request that FBLA Week be included in your school's morning announcements.
- ☐ Encourage the school newspaper or newsmagazine to write an article about your FBLA chapter, using FBLA Week as a news hook. Invite them to a meeting, talking with them about the history of your chapter, your current leaders, and activities, and refer them to fbla.org for overall information about the organization.
- ☐ Submit an item to your school's faculty announcements with details about how long your FBLA chapter has been active at your school, how many members you have, and some of your recent accomplishments.
- ☐ Post FBLA Week activities and photos on social media. Ask your colleagues, department chair, and principal to post information on school social media accounts and the school website.
- ☐ Let your department chair, principal, and local school district know about activities you have planned for FBLA Week. Many school districts have newsletters to share activities going on within their schools, so this is a great opportunity to bring awareness to what your school is doing.
- ☐ Invite your department chair, principal, and superintendent to join your chapter for an FBLA Week activity. Even if they can't make it, they will learn more about the great things you and your students are doing in the classroom and community.

CHECKLIST: Your Community

- ☐ Announce FBLA Week on community blogs such as Nextdoor and share information about FBLA Week activities with community leaders and organizations such as your local chamber of commerce.
- ☐ Hold an Open House for members of your community to learn more about FBLA.
- ☐ Ask members of your community to hold an event for your students to learn more about career opportunities at their company or in their field.
- ☐ Ask members of your community to partner with your chapter on fundraising and community service projects. This could include matching fundraising donations, providing supplies (such as flyers or donation boxes) to help fundraising efforts,

promoting your fundraising effort in the community, hosting an off-campus drop-off site for donations, and/or hosting an off-site community service project.

- ❑ Reach out to your local government representatives (e.g., city council member, state representative, state senator, governor) and your members of Congress to let them know about FBLA Week and the activities your students will be engaging in. Write or call them, identifying yourself as a constituent and an FBLA adviser. Invite them or a member of their staff to speak at or attend your event.
- ❑ Reach out to members of the [Congressional Career & Technical Education Caucus](#) and let them know how your chapter will be celebrating FBLA Week. Highlight your specific activities and recent accomplishments.
- ❑ Ask your local and state government leaders to issue an official proclamation for FBLA Week. Give them the dates and an explanation of FBLA Week when making your request. View a sample proclamation [here](#).

CHECKLIST: The Media

- ❑ [Personalize this press release template](#) to send to local news organizations about FBLA Week. Tailor it to your chapter's activities. Send it to local media about one to two weeks before the event by email; follow up emails with phone calls and social media tags. When reaching out to the media, you may want to contact reporters who cover education, business, community events, or have an FBLA connection if known.
- ❑ Ask your chapter president to write an op-ed for your local newspaper about the positive impact FBLA has had on their middle school, high school, or college experience. Op-ed lengths will vary but are generally 750–800 words. Look for more information on writing an op-ed [here](#).
- ❑ Work with your school district. They may have certain rules about media outreach; they are also likely to have someone on staff who may be able to help you craft your message and reach out to media contacts.
- ❑ Be sure to share any coverage you receive with FBLA on social media. We can't wait to see it! Our social media accounts are:
 - X (formerly Twitter): [@FBLA_National](#)
 - Instagram: [@FBLA_National](#)
 - Facebook: [/FutureBusinessLeaders](#)
 - YouTube: [@FBLA_National](#)
 - LinkedIn: [/Future-Business-Leaders-America](#)