

# CHAPTER SUCCESS STARTERS



**Guides to 8 Key Factors of a Successful Chapter**

# 1 CHAPTER RECRUITMENT



## A GUIDE TO RETAINING & INCREASING YOUR CHAPTER'S MEMBERSHIP

### 1. ANNOUNCEMENTS

- Awareness about organizations such as FBLA is the key to driving recruitment.
- Write a recruitment pitch for morning or afternoon announcements.
- Create a graphic to be featured on your school's website and social media page.
- Send out a school wide email blast!



### "CLUB" / CTSO FAIR

If your school doesn't already have one, have FBLA organize a club fair at your school. New students and freshman are looking for a chance to get involved at your school. Hosting a club fair helps them find an organization to join like FBLA.

# SPIRIT WEEK

Toward the second to third week of school, host your FBLA chapter's spirit week.

Spirit week can include:

- reduced membership costs
- raffle
- dress up days
- member appreciation gifts

**M** Member Breakfast

**T** Chapter Meeting

**W** Wear Blue & Gold

**T** Personalized  
Member Gift Bags

**F** FBLA Movie Night

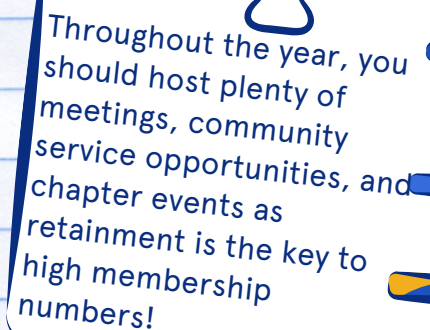
## RETAINMENT

### COMMUNICATION

- Your communication plan will be an integral part of retaining membership participation.
- Some communication apps: Remind, Google Classroom, Instagram
- Utilize a shared Google Folder for all meeting minutes, agendas, calendars, resources, and service opportunity!
- Print an FBLA calendar and deliver it to each member of your chapter.
- Hang flyers in the hallway for major events

### REWARDS

- Create a point system to recognize the most active members in your chapter
- Prizes can include a trip to the top 25% of your chapter, free conference registration, awards ceremony



Throughout the year, you should host plenty of meetings, community service opportunities, and chapter events as retainment is the key to high membership numbers!





# 2



# COMMUNITY SERVICE

## A GUIDE TO CREATING A COMMUNITY SERVICE PROJECT FOR YOUR CHAPTER

### HELPFUL TIPS

- Be passionate about the cause you choose
- Develop a detailed project plan with timelines, tasks, and responsibilities
- Leverage social media, local media, and word-of-mouth to raise awareness



### IDENTIFY.

- Choose a cause that is underserved in your community
- Find local organizations to collaborate with to maximize the impact

### PLAN.

- Think about causes that allow for long-term impact
- Look for causes to create multifaceted projects that tackle interconnected issues

### ENGAGE.

- Select a cause that conveys the needs of diverse groups
- Offer various levels of involvement to community members, donors, and volunteers



# STARTING STEP BY STEP.

**QUICK TIP:** If you are having trouble finding a cause, focus it on your state community project!

## Promotional Strategies

Design eye-catching flyers and posters to distribute in local businesses, community centers, schools, and other public places. Additionally, leverage the power of social media platforms!

## Responsibilities

Make sure to stay on track of the different tasks presented. Below is a checklist to help:



- ☐ Oversee the project, set goals, and create timelines
- ☐ Keep records of project activities, meeting minutes, and information
- ☐ Interact with media outlets to promote the project's initiatives
- ☐ Collect data related to the project's impact and effectiveness
- ☐ HAVE FUN!

## Building Community Support

Identify key individuals and organizations within the community who have an interest in or influence over the issue your project aims to address. These stakeholders may include local leaders, community groups, etc.



## Member Engagement

Define clear and achievable goals for members to work toward. Celebrate milestones and progress, motivating members to continue their efforts.



# 3



# SOCIAL MEDIA

A GUIDE TO PROMOTING YOUR CHAPTER'S SOCIAL MEDIA,  
CREATING CONTENT, AND INCREASING ENGAGEMENT!

## CREATING AN INSTAGRAM

- Include your chapter name and FBLA in your username!
  - ex: @warrenfbla, @stevensonfbla
- Add your state and chapter highlights to your bio
- Use either the FBLA logo or a chapter picture as your profile picture. Get creative!

## MAKING CONTENT

- Use a graphic design software such as Canva to create posts and stories.
- Keep a consistent theme! Use similar colors and fonts throughout your posts.

## BOOSTING ENGAGEMENT

- Social media is all about consistency. Be sure to post frequently, even if it's just a chapter check-in on your story.
- Be interactive! Use polls, quizzes, and games to encourage members to stay engaged.
- At chapter meetings, include a QR code with your social media info. Give members few minutes to follow all of your socials!

## WHY CREATE A CHAPTER INSTA?

- Promote your chapter within your school and increase membership.
- Keep members updated on events and opportunities.
- See what chapters across the nation are doing!

AND SO  
MUCH  
MORE!

# TIPS AND TRICKS!

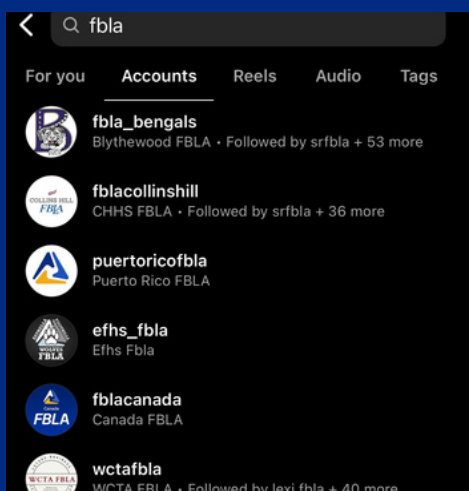


## CREATE A LINKTREE

- Linktrees are a great tool to centralize chapter info!
- Include sign-ups, social media platforms, meeting flyers, and other information!
- Put the linktree in your Instagram bio so members can easily access it!

## PROMO GRAPHICS

- Use graphics to promote chapter meetings and social events!
- Use fun graphics to catch members' attention.
- Be sure to include key details, such as time and place of the event!



## CONNECT WITH OTHER CHAPTERS

- Look up "fbla" on Instagram to find chapters from across the country!
- DM other chapter accounts to connect and learn more about them.
- Interact with other chapters' posts and stories to form new bonds!



# 4 CHAPTER ACTIVITIES



## STOP THE SLACK, LETS INTERACT!

A KEY FACTOR IN HAVING A SUCCESSFUL CHAPTER IS MAKING SURE YOUR MEMBERS FEEL CONNECTED LIKE A FAMILY! IN THIS GUIDE YOU WILL FIND DIFFERENT WAYS TO GET YOUR CHAPTER TO STOP THE SLACK AND TO INTERACT!

### 1ST STOP:

#### ICEBREAKERS

Icebreakers are the easiest way to get your chapter engaged and interacting with one another. Some easy icebreaker examples are:

##### Stranded Island

Ask each member to imagine themselves being stranded on an island for an unknown amount of time. What is their one item they would bring on the island and why?



##### Bad Joke Contest

Everyone loves to laugh, and a bad joke contest can get the ball rolling. Give everyone a couple minutes to either come up with their own or look up a bad joke. After everyone says their joke the members can then vote on who had the "worst" joke.



## 2ND STOP:

### CHAPTER BONDING

Planning activities to do with your chapter that promote bonding and cohesion is crucial. Here are some bonding activities you can try in your chapter!

#### Guess Who

Have everyone put an unknown fact about themselves in a cup, then one at a time draw a name out of the cup and guess whos fact it is.



#### Personality Box

Have everyone put 3 items in a shoe box that represent their personality, then have them share the items and why it represents their personality at your meeting!



#### Chapter Lock-In

Your entire chapter gets locked in the school over night! You can do relay races, team building tournaments, or even play board games!

## 3RD STOP:

### FUN NIGHTS

Allowing your chapter to have some fun and take a break from events and other projects is essential. Without a couple of fun breaks your work will progress slower!



#### Escape Room

This chapter activity gets members in the critical thinking and planning mood. Your entire chapter will be challenged with obstacles, puzzles, and riddles!



#### Chapter Bowling

Organize a time and meeting place to have multiple games of bowling. Bowling is a way for members to get together and have fun for a low price!

# 5



# COMPETITIVE EVENTS

Competitive events are all about preparation and staying focused throughout the year. Working on small portions of your event throughout the entire year makes the workload smaller and attainable. Here are some Tips and Tricks to all competitive events:

## TEST EVENT TIPS:

Understand your events topic and rubric. Missing points because you didn't fully review the guidelines and rules can be the difference between 10th and 1st.

Study all types of material that may relate to your event. It's always better to over prepare than under prepare.

Test your memory! Studying tactics such as the use of flash cards are a great way to learn more about your event and retain the materials.

Make sure to take practice tests that replicate the real one. This also allows for you to keep track of your time as all testing events have a time limit!



# PREFORMANCE EVENT TIPS:



Practice in front of your peers and classmates. Practicing in front of others builds your confidence for the real moment.

Just like testing events following the rubric and guidelines is crucial. You need to make sure your presentation/speech includes everything required in the rubric.



First impressions matter! When you're presenting it's key to smile when you can and have fun. Always remember to shake the judges hand and make eye contact.

Know your presentation and speech. Having your speech memorized show the judges you came prepared and made that extra effort to memorize it. Also, practicing with your actual slideshow and making cues for when you want to click is essential.



## FOR ALL EVENTS

Make sure to have fun and enjoy the little things! Taking on an event at the beginning of the year can seem overwhelming and stressful, so be sure to congratulate yourself and possible teammates for the little victories as well.

# 6



# BUILDING BUSINESS PARTNERSHIPS

WELCOME TO THE GUIDE ON BUILDING SUCCESSFUL BUSINESS PARTNERSHIPS FOR YOUR LOCAL CHAPTER! BELOW ARE PRACTICAL IDEAS AND TIPS TO FIND PARTNERS AND ESTABLISH MEANINGFUL CONNECTIONS.

## WHERE TO FIND PARTNERS

- **Local Businesses:** Partner with community businesses that support FBLA's goals.
- **Corporations:** Collaborate with larger companies involved in the community.
- **Government Agencies:** Work with local/regional entities supporting education.
- **Non-Profits:** Team up with organizations focused on business and education.
- **Educational Institutions:** Connect with colleges for mentorship opportunities.

## HOW TO CONNECT WITH PARTNERS

- **Research:** Learn about the partner's mission and community involvement.
- **Personalize:** Make outreach engaging and tailored to their interests.
- **Highlight Benefits:** Show the mutual gains in the collaboration.
- **Offer Options:** Provide partnership levels for different budgets.
- **Network:** Attend local events to meet potential partners.
- **Leverage Alumni:** Seek support from FBLA alumni in local businesses.

## ESSENTIAL PRACTICES

- **Set Clear Goals:** Define your chapter's objectives for the partnership.
- **Research Carefully:** Identify partners aligned with FBLA's mission.
- **Personalize Outreach:** Tailor your communication to each partner.
- **Highlight Benefits:** Show how the collaboration benefits both parties.
- **Offer Flexibility:** Provide various partnership options.
- **Be Professional:** Maintain a professional tone in all communication.
- **Follow Up:** Persistently follow up on your outreach.
- **Use Alumni Network:** Leverage alumni connections for introductions.
- **Attend Events:** Network at local business or community events.
- **Create a Comprehensive Proposal:** Present a detailed partnership plan.
- **Communicate Transparently:** Maintain open and honest communication.
- **Express Gratitude:** Appreciate your partners' support and contributions.

## QUICK TIPS

### Mutual Benefits

How can THEY help?  
How can WE help?

### Persistence

Do NOT give up.  
Learn to MOVE on.

### Communicate

Keep it CONCISE.  
Keep it GENUINE.

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## EXAMPLES THAT WORKED

- **State Government Officials**
  - Support through [media promotion](#) and highlight efforts in their communities
  - Attend major chapter events and act as guest speaker to discuss relevant topics
- **Local Community-based or Statewide Non-profits**
  - Same as above
  - Host business tours
  - Provide internships or job shadowing opportunities
  - Set up booths at chapter events
- **Local Businesses (Insurance Companies, Local and Statewide Banks, Mom & Pop Shops)**
  - Same as above
  - Host workshops on professionalism
  - Attend Statewide Conference and present booth / workshops

**NOTE:** If a partner is unable to provide financial support, they could potentially provide their services for free as an act of service. (Example: Photographer can take headshots for local chapter members to use on their LinkedIn profile)

"THIS PROCESS TAKES TIME AND CONSISTENCY. CONTINUE TO REACH OUT. IT ONLY TAKES ONE RESPONSE TO TAKE OFF!" - ANIKA YADAV

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## EMAIL TEMPLATE

**SUBJECT:** Exploring Partnership with [Your FBLA Chapter's Name]

Dear [Recipient's Name],

I hope this email finds you well. My name is [Your Name], and I am a [Your Role] at [Your School Name]'s **Future Business Leaders of America (FBLA)** chapter.

I am reaching out to discuss the exciting opportunity of forming a partnership between our FBLA chapter and [Recipient's Organization/Company Name]. We greatly admire your organization's commitment to [mention their area of focus], and we believe that our chapter's goals align perfectly with your values.

FBLA is dedicated to preparing students for successful careers in business and leadership through educational programs and real-world experiences.

By partnering with [Recipient's Organization/Company Name], we envision creating a mutually beneficial relationship that fosters youth development, community engagement, and business education.

Some potential collaboration ideas include:

- [Specific idea 1]
- [Specific idea 2]
- [Specific idea 3]

We understand the value of meaningful partnerships, and we are open to tailoring the collaboration to meet your organization's unique interests and objectives.

We would be honored to discuss this further at your convenience. Please let us know if you are available for a brief call or meeting to explore the possibilities together.

Thank you for your time and consideration. We look forward to the possibility of making a positive impact together.

Sincerely,

[Your Name]  
[Your Contact Information]



# 7 FUNDRAISING

An illustration of a retail store scene. On the left, a cashier in a white shirt and brown pants stands behind a counter, handing a brown paper bag to a customer. The customer is a man wearing a yellow jacket, a red cap, and a backpack. To the right of the counter, there are three display racks filled with various styles of sunglasses. A man with a beard, wearing a purple shirt and orange pants, is looking at a pair of sunglasses. Next to him, a woman with dark hair, wearing a white shirt and brown patterned pants, is talking on a mobile phone. On the far right, another man in a white shirt and dark pants is looking at sunglasses. The store has a blue background with white pendant lights hanging from the ceiling.

## A GUIDE TO CREATING SUCCESSFUL FUNDRAISERS TO SUPPORT YOUR FBLA CHAPTER!

### RESEARCH

The first step is to research! Make note of what fundraising strategies have been successful in the past and research new ways that you can fundraise for your chapter. In addition, research about the specific conference, registrations, or event that your chapter is fundraising towards. Keep track of total registration costs including hotels, flights, and food to help you create a specific revenue to fundraise towards.

### PLAN

Create a timeline on how you plan to fundraise. The timeline should include deadlines, dates for promoting your fundraiser, and fundraising meetings, and when to reach out to potential sponsors. Your plan should outline the who, what, why and how of your fundraiser!

### PROMOTE

Promotion is key to a successful fundraiser! You can promote your chapter's fundraiser in your school or local community by hanging up posters, handing out flyers, or even reaching out to school advisers asking them to post a school announcement. Make sure to discuss any promotion ideas with your adviser to make sure it is in school limits.

#### START EARLY

Start looking for sponsors and fundraising options in advance

#### MIX IT UP

Use a variety of fundraising strategies to keep your target audience interested

#### STAY CONSISTENT

Having fundraisers throughout the year is very effective

# SPONSORS

Securing sponsorships from a local business is a great way to fundraise for your chapter! Not only are sponsorships beneficial to your chapter, but they also benefit the sponsoring business because (1) they have the opportunity to give back to their community and (2) they are tax-exempt from their donation. It is important to contact potential sponsors in a way that promotes your FBLA Chapter and presents their sponsoring as a beneficial opportunity. Below is an email template for contacting sponsors.

## Email Template

Dear [name]:

Do you have an interest in helping young people develop leadership and business skills? Future Business Leaders of America (FBLA) is the premier organization for students with career interests in business. Through relevant leadership experiences and career development, FBLA prepares the next generation of community minded business leaders in a global society.

My name is \_\_\_ (name) and I am a \_\_\_ (grade) from \_\_\_ (high school) in \_\_\_ (city), \_\_\_ (state), and I am currently serving as my FBLA Chapter's \_\_\_ (position if applicable). In the \_\_\_ years I've been a part of FBLA, this organization has fundamentally changed who I am and helped me find my voice. (Elaborate on personal experience within FBLA and how the organization has impacted you). FBLA has helped hundreds of thousands of other students in the country to see their path after high school.

The \_\_\_ (high school) FBLA Chapter currently has \_\_\_ (number of members) passionate members, who are actively involved within FBLA through competitive events, conferences, service, and more. Our chapter is looking for sponsorships from local businesses to support our members attending the \_\_\_ (conference name) in \_\_\_ (conference location) on \_\_\_ (conference dates). At this conference, our members will have the opportunity to expand their business knowledge, network with members from across the \_\_\_ (region/state/nation), and gain recognition for their achievements.

**Will you consider making a tax deductible donation to support the members of the [insert school] FBLA chapter?**

The sponsorship form can be found at this link: (insert link if applicable)

If you have any questions, please don't hesitate to reach out! I would love to have a phone or video call to share more information. Would you be available anytime in the next two weeks?

Thank you so much for your time and I hope \_\_\_ (business name) will consider sponsoring our chapter. I look forward to hearing back from you soon.

Sincerely,

[Name]

[contact information]

# 8



# PROGRAM OF WORK

## FAQs



### WHAT IS A PROGRAM OF WORK?

The Program of Work (PoW) is the action plan of a chapter. Strong Programs of Work include well-defined goals and objectives, deadlines, and assigned tasks.

### WHY HAVE A PROGRAM OF WORK?

With any goal, it is important to set the steps needed to achieve it. The Program of Work ensures careful planning and a detailed layout for the fiscal year.



### WHERE CAN I FIND THE NATIONAL PROGRAM OF WORK?

Just like how local chapters use their PoW for local plans, FBLA has a Program of Work for national ones. The National High School Division PoW can be found at on the FBLA website under "Membership"/ "Interested in becoming an FBLA High School member?" (<https://www.fbla-pbl.org/become-an-fbla-pbl-member>).





# CREATING A CHAPTER PROGRAM OF WORK

1



## SET CATEGORIES

These are general areas in which your chapter would like to progress. These could align with the FBLA Strategic Plan, or your own ambitions.

Category examples: service, professional development, fundraising.

2



## DEFINE OBJECTIVES

Objectives are goals within your categories for improvement.

Objective example: partner with local businesses  
(category: professional development).

3



## CREATE INITIATIVES

Initiatives are the programs used to achieve your objectives.

Initiative example: have chapter members make hand-written  
letters to local businesses for partnership inquiries.

4



## ASSIGN INDIVIDUALS AND DEADLINES

In order to complete an initiative, it's important to establish accountability by assigning individual responsibility and deadlines. Make sure that these are as specific as possible.

5



## TRACK STATUS

Your Program of Work should be a working plan, that you check back on and edit throughout the year. Tracking and updating the status of each initiative allows for the year-round assessment of chapter-wide progress.