

Membership Recruitment Strategies

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

Membership Recruitment Talking Points

- FBLA provides members with an opportunity to develop skills in networking, team building, and communications through competitive events, membership education programs, and chapter activities.
- 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 members
 - Network with other advisers
 - Increase the visibility of the chapter
 - Earn recognition for members at conferences
- Use past trips and experiences to recruit new members. Encourage members to attend regional, state, and national conferences whenever possible. In addition to competitive events, conferences offer leadership workshops, networking opportunities, and fun experiences such as amusement parks, sporting events, and group outings. These experiences help members see the full value of FBLA involvement.

Host an Induction Ceremony for New Members

Celebrating new members helps create a welcoming chapter culture and encourages continued participation in FBLA.

Open Membership in the Spring

A best practice is to open membership for the upcoming year at the end of the previous one. Chapters may consider offering a small membership dues incentive to encourage early sign-ups. Parents and guardians may appreciate this approach, as it reduces fall budgeting responsibilities. Membership funds should be deposited into the school account so they are available when members are entered in CONNECT in the fall, making the payment process more efficient. 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 members focused on community service or leadership development? Maybe some are focused on succeeding in competitive events. Make sure the chapter has opportunities available for members with varying interests.

Listen to Members

Regular member surveys help identify interests and ensure the chapter is meeting member needs. This feedback can be used to shape experiences that keep members engaged and returning 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 veteran members and use their experiences to help newer members learn more about FBLA. This can also be helpful for advisers because the mentors can answer questions rather than having all questions directed at one person.

Track Their Progress

Consider a progress log or member accountability/recognition within the chapter. Providing a means of keeping members accountable can improve chances of achieving positive results, which in turn can prolong membership. The act of documenting that progress helps people to see the value of their membership, which aids retention. Consider utilizing CONNECT's official point tracker to recognize member involvement throughout their FBLA career. Points are tracked cumulatively and can be used to award special recognition at graduation, such as cords, stoles, or a designated FBLA honor.

Stay in Touch

Before the program year ends, make sure to get contact information for members. If the chapter uses social media channels, encourage members to follow the chapter for updates throughout the summer. Let members know how to stay involved while school is out. Send a welcome message just prior to school starting and communicate when the first meeting will be held.