

# Chapter Resource Guide

Instructive ideas to get your **local chapter**  
set for a brighter future!



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# Membership Recruitment

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## Club Fair

Many schools have club fairs that allow FBLA to have a booth. Chapters can get a jumpstart on recruitment by visiting the local middle school or junior high and talking with potential members to get them excited about FBLA. Remember to create a board displaying the main concepts of our association.

## FBLA Recruitment Party

To attract new members it's important to use ideas and products that promote interest. Kicking off your first meeting with a pizza party is a great way to get members of your school to join FBLA. At the pizza party have beverages and organized games for everyone to play. Invite everyone you can possibly think of including members from the previous years. Allow everyone to chat and get to know each other. In this informational meeting give an overview of what FBLA has to offer and how each person can benefit from the program. Don't forget to remind them how much dues are and when and where they need to be turned in.

## Recruitment Week

During the first week of school, hold an FBLA Recruitment Week. Create informational brochures and/or fliers to hand out to students in the hallways. Use colorful posters in your school's hallway to publicize your chapter. For the incoming freshmen, you can put signs on lockers that have a clever saying attached to them about FBLA. End your recruitment week with your FBLA chapter meeting.

## Junior High Recruitment

Before your upcoming year in FBLA begins, send chapter volunteers to local middle schools that feed into your high school. Set up a booth during lunch time and speak with the incoming freshmen about joining FBLA. Talk with the school administration about writing an advertisement to put in the school's announcements about how students can join your FBLA chapter. Visit the Junior High School's business classes to make presentations about FBLA.

## **Utilize Returning Members**

To multiply your membership by a factor of 2 or even 3, ask all of your chapter's existing members to bring a friend or two to each meeting. Encourage returning members and the friend to pay their dues.

## **Classroom Presentations**

Chapter officers can go to classrooms with freshmen and sophomores to promote the benefits of joining FBLA. They can promote the successes FBLA can provide by joining and the opportunities that arise at conferences and other FBLA related events; stress that you do not need to be a future business leader to join our association, it is open to anyone who would like to join.

## **National/State Promotional Video**

During your first and/or second chapter meeting, play the National Promotional video to give new members a visual tutorial of what they can achieve as an FBLA member. Each adviser should have received a video in the mail; if not look on the national FBLA Web site. After the video is complete, talk about the various conferences members can attend. Remember, being excited about your previous experiences at conferences may interest others. State the location of the National Leadership Conference and the State Business Leadership Conference so a new member understands that he/she can travel the state/nation through FBLA.

## **Footprints**

Use a theme like "Taking the Next Step in Building Your Future" for your FBLA chapter. Then, design footprints with FBLA information that encourage students to come to an informational FBLA meeting. The footprints can be placed around your campus and are both eye-catching and informative.

## **Business Attire**

Have your entire local chapter officer team dress up for a day or even a week in professional business attire. This will spark attention at your high school. When other students ask why the chapter officers are dressed up, prepare them with a thirty second explanation about FBLA.

## **Facebook**

Create a Chapter Facebook Fan Page and invite past and incoming members to “like” the page. Update the page with useful information to help them meet deadlines, events and other activities. Provide them with documents and links to help them become more involved. Connect with local businesses and promote the page on posters around your school. Ask members to invite other people they know that may be interested in FBLA

## **One Call That’s All**

Assign each “veteran” member of your chapter to contact and invite two or more people to your next chapter meeting. Direct contact with people can make it hard for someone to say no. Making that memorable impact on the phone will have them truly consider joining. To improve the likelihood of success, consider making your next meeting extra special for these potential members who are learning what FBLA has to offer.

## **Building Partnerships**

Establish a partnership with another association that is located at your high school. For each member FBLA has, another association also may have them listed as a member. If located in a smaller school, sell the membership as a packaged deal. Hold meetings providing the membership with overall information about each association. You may want to partner with them for a school fundraiser or event to increase overall participation.

## **Invite a State Officer**

Invite a State Officer to a chapter meeting/event. Have them talk to members about the numerous leadership opportunities FBLA offers. Explaining the experience of holding a State Office may inspire some members to join and can provide a change of pace that differentiates FBLA from other groups in your school.

## **End of the Year Recruitment**

In May when school is coming to an end, go to your local junior high schools to promote FBLA. Make posters, pass out brochures, and talk with incoming freshmen about joining in the fall. To keep them interested make sure your introduction is short, fun, and to the point.

# **Fundraisers**

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## **Back to School Dance**

Host a back-to-school dance during the first or second week of school. After getting approval from your ASB, create fliers/posters and an announcement to publicize the dance. Charge a reasonable access fee at the door (with proof of an ASB card) and save money by using minimal decorations. Have your adviser or chapter member be the DJ.

## **Fall/Winter Concessions**

Sign your chapter up to operate a football, volleyball, basketball, and/or other sports' concession stands during the fall/winter sport season. This is an excellent project for students who order items, maintain an inventory, and chart profits. Use your fundraising money to help pay for the first FBLA conference of the year.

## **Movie Night**

Host a movie/social night for your entire school. Purchase a movie that has just been released and set up a projector in your high school's gym/auditorium. Charge an entrance fee for all participants (with proof of an ASB card). To earn extra money, your chapter can sell food while the movie is playing. This not only makes money for your chapter, but gets the word out about FBLA.

## **Pancake Friday**

At the end of the semester or after a long testing week, hold a Pancake buffet. Students will pay a certain fee to eat all the pancakes they can. Before school in your cafeteria, students can purchase a ticket to get in the pancake line. Each student can eat about two to three pancakes, if the cost is somewhere around \$7 per ticket, this fundraiser can become incredibly successful.

## **Car Wash**

To execute a successful car wash, you need to find a good venue, such as your high school or a local grocery store parking lot (with permission). Advertise beforehand, and have FBLA members volunteer. You can charge a price per car or ask for donations per wash.

## **Hot Chocolate Sales**

During most months of the year, members can sell hot chocolate every morning before school (20-25 minutes before class). Purchasing cups, straws, and hot chocolate packs are extremely cheap. Attain a source for hot water as well. Use a stand in a central location of your school.

## **Dodgeball Tournament**

Hosting a dodgeball tournament and charging a participation fee is a low-cost way to increase awareness of FBLA and raise money in the process. After securing permission to conduct the school tournament reserve the school's gym, pass out sign-up sheets, design a bracket, set rules, and let teams play their hearts out.

## **Rose Gram**

Every year during Valentine's Day, organize the purchase and distribution of a thoughtful gift. Members can sell pink and red roses for \$2.50 each or \$12 for a dozen with a card, and with delivery on Valentine's Day. It's a great way to make money and also provides students with a convenient way to purchase something for their loved ones.

## **ACT/SAT Pizza Sale**

If your school hosts the ACT or SAT, sell pizza on the exit steps of the testing center. After a long day of testing people will respond well and remember "FBLA" as a solution to their hunger.

## **T-Shirt Sales**

Have someone in your chapter design a unique personalized FBLA t-shirt for your chapter and sell these to members. Members can pre-order t-shirts to ensure that you do not buy more shirts than the number you sell. This is an easy way to make money and also strengthen your FBLA chapter's brand and public image.

## **Teacher Dares**

Talk to teachers about participating in Teacher Dares. Then, create a competition where you set up buckets in the commons or in a classroom. The teacher who ends up with the most money in his or her bucket will have to perform a dare in front of the school.

## **Seniors and Teacher Balloon Toss**

Speak to teachers, and maybe school administrators, about participating in an event with your chapter where seniors get the opportunity to throw water balloons at them for a set price. You can charge \$1 per balloon and have your chapter regulate who can purchase a balloon. This is a fun way for the seniors to say goodbye, so plan this on their last day of school during lunch or after school.

## **Talent Show**

Hold an annual talent show. Advertise the show throughout the school and the community. Sell sponsorships (at a set price) before the show to businesses in your community and display their name and logo on a computer projector before the show begins. Hold auditions after school and have the judges be your chapter officer team. Require an admissions ticket to be purchased before or at the show.

## **Krispy Kreme**

Sell donuts at school through Krispy Kreme. The donuts are relatively inexpensive and students will be attracted to snack food at a reasonable price. This is a low maintenance fundraising idea. The donuts can be delivered directly to the school and sold by members during lunch. Research local donut prices and set the appropriate price to make a large profit (Krispy Kreme chains have a pre-made program for fundraising).



**Washington State FBLA**

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Follow us on Twitter!**



# **Business Development**

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## **Professional Members**

A great way of connecting FBLA with your community members is through local organizations such as the Rotary, Lions Club, Kiwanis, or Chamber of Commerce. Contact and setup a visit to speak at one of their meetings. This is a chance for community leaders to hear about the importance of FBLA from local youth and consider participation in our association as a professional member. Sending letters to businesses and these organizations will give notoriety for your chapter.

## **Guest Speakers**

Have FBLA members invite family members that are in business careers to speak at chapter meetings. This has multiple benefits, as it connects members to business leaders in their community. This insight from the business world can help prepare members for their regional/state/national competitive events.

## **Advertising Sponsors**

Talk to local businesses to get advertising deals, such as free chapter t-shirts that also have the company's logo on them. The best choices for companies to target are driving schools, SAT tutoring companies, or any other business where teens make up the majority of the customer base.

## **Business Tours**

Hold tours of local businesses to give members the opportunity to see the application of the business skills that they learn from FBLA. For convenience, choose a business that is already a contact, owned by an alumni, or has an established business tour program. Also, try to schedule the tour so that students do not have to miss any school.

## **Partnership**

Locate a business that students in your high school go to for special events, such as a tuxedo rental warehouse, flower shop, or photographer. Form a partnership with this business; offer to advertise their company at your school. For every student from your school that purchases from them, your FBLA chapter will take part of the profit they received.

## **Business Expo**

Contact the local Chamber of Commerce for any upcoming local business expos or trade shows. Ask for any volunteer positions for your chapter or discounted (even free) admission for members. This is a fantastic networking opportunity for your chapter to learn more about local businesses and the owners.

## **Appreciation Dinner**

At the end of the year, your chapter can hold a dinner to thank all of the people that have supported your chapter throughout the school year. Invite your professional members, volunteers, parents, and, of course, your adviser(s). Present some type of letter of thanks and/or certificate of appreciation for their contribution toward your chapter.

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## **Interested in Leadership? Run for a State Office!**

**Download an Informational Packet and  
Application at [www.wafbla.org](http://www.wafbla.org)**



## **Chapter Events**

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### **Member Induction**

Holding a get-together at the beginning of the year that includes member introduction/installation is a way to “formally” induct members into FBLA and give new members a chance to network with officers. This should be held around October/November.

### **Early Bird Ice Cream Social**

An “Early Bird Ice Cream Social” is a way to encourage members to pay their dues and to socialize with other FBLA members. During the beginning of the school year, your chapter can offer free ice cream in the school cafeteria to members who have paid their dues. A week later, your chapter could offer another one, the “2<sup>nd</sup> Chance Early Bird Ice Cream Social.” These socials are a great way to combine gentle encouragement to pay dues with fun socialization.

### **Slushie Social**

Give out Slushies or Shaved Ice to paid members on a planned day at lunch. This can bring members together, as well as encourage new members to join and pay their dues.

### **Chapter Birthday Party**

Discover when your chapter was started. Use that date as the date you invite all members to have an after-school party to celebrate the birth of your local FBLA chapter. Purchase cake, ice cream, soda, and other food items to celebrate the occasion. It’s a great chance for members to get to know each other, outside of the classroom. If you can’t discover the birth of your chapter, celebrate the birth of FBLA.

### **Study Night**

Holding a FBLA Study Night before Winter Conference or State, to help competitors with their presentations and methods of taking tests. Be sure to have practice tests available for the events your chapter members are competing in. Grouping together can provide a great opportunity for people to bounce ideas off of each other. Serving food is recommended.

## **Summer Barbeque**

Set a date for a summer barbeque, a party, or game night. Keeping the bond between chapter members through the summer is an excellent way to keep momentum to start the year strong. Find a public or private place to host this event.

## **Sports Night**

Locate a favored sports team near your chapter to attend a game. Find someone to volunteer to drive, either your adviser or chapter members. Experiencing the excitement of an athletic event together is a fantastic way to get to know and bond with your fellow chapter members.

## **Bonding Before Winter Conference**

Holding a dinner with your local chapter is a great way to relieve the stress before you compete. Sitting down to a meal with your adviser and chapter members is a great way to get to know each other and creates the unity every chapter needs before a conference.

## **Scrapbooking**

At the end of the year your chapter can put together a scrapbook recapping your experiences of the year. The scrapbook would include pictures of chapter events, meetings, competitive events, members receiving awards, chapter members, pictures with your adviser, and other miscellaneous photos.

## **Field Trip**

Take your local chapter to a hands-on educational place. Explore options on the Web and discover a place your members would like to see. Visit college campuses, businesses, monumental historical sites, museums, etc.

## **Member Award Night**

At the end of the year, host an event/dinner for the members and their families to recognize the outstanding achievements your local chapter members made. In addition, recognize officers and advisers of your local chapter. Create special awards for individuals who have potential to lead but don't currently hold a chapter office.

# Community Service

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## **Selling Stars**

During Spirit Week at your school, have FBLA sell Make-A-Wish® Foundation stars. Set each star at a certain price in order to reach your ultimate donation goal. Each donor will put the amount they gave and their name on the star. To promote their donation hang the star in your school's hallways, commons, or cafeteria to display their contribution.

## **Funny Giving**

During school pep-rallies or large events where the student body participates, collect money for a charity by running around with cans dressed up in something funny. Your appearance should make someone laugh enough to pull out a dollar or two for the cause. The more ridiculous you make yourself look, the more desperate you seem.

## **Trick-or-Canning**

With your chapter and other volunteers, find a respectable neighborhood to knock on doors to ask for them to donate any canned food for your local homeless shelter or food bank. During the holidays is a great time to collect cans. Store all your cans together and go to the homeless shelter or food bank as a chapter to donate.

## **Penny Wars**

Host a school-wide service event promoting a charity and FBLA. For two weeks, have all students in your school bring in spare change. Each student's donation goes towards their grade level. On the third week, the grade with the highest amount of money left wins the Penny War. All of the money raised can be donated towards a selected charity or your FBLA chapter.

## **Holiday Project**

Organize a faire before Christmas (or any holiday) in the school cafeteria or any other venue. Invite low-income children in the area to attend. Have a toy drive and try to get enough so that you can give each attendee a toy. In addition, on the day of the event, organize arts and crafts for the children to do.

## **FBLA Twelve Days of Christmas**

Partner with another CTSO and do a month-long community service project aimed at giving back to the less fortunate members of the community. Include events like ornament decorations and a joint Christmas party. This helps better the community and promotes FBLA while strengthening the bond between our local Career and Technical Student Organizations.

## **Tree Planting**

Many tree nurseries encourage high school students to provide volunteer service in planting and maintaining young trees. This fulfills a requirement for the Go Green Project (both chapter and individual), so it benefits both the chapter and the members who attend.

## **Cell Phones for Soldiers**

Get your FBLA chapter to create a new drop off box in your high school's office. Students can donate unused or unwanted cell phones. Phones will then be sent to the organization Cell Phones for Soldiers.

## **Nursing Home Visit**

Many nursing homes are always looking for volunteers. Contact your local nursing home and lend a helping hand. You could take your FBLA chapter to help with the nursing staff.

## **Face Painting**

At your homecoming football game, get FBLA members to paint faces of anyone who wants to show their team spirit. You can paint footballs, volleyballs, numbers, or the school name on faces of all ages. Set a low cost for the painting of someone's face and promote that all painting proceeds will go a selected charity or your FBLA chapter's fund for the State or National Leadership Conference.

## **Adopt-A-Highway**

Have your local chapter Adopt-a-Highway. Contact your local highway department and request picking up trash twice a year. Discuss establishing a sign to be put on the roadside stating that your FBLA chapter cleans your highway.

# Membership Opportunities

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## Member of the Month

Are you a chapter leader? Have you been an active FBLA member throughout your high school career? Apply to be the Washington State FBLA Member of the Month (one member per month will be recognized). Every Member of the Month will qualify as a candidate for Member of the Year. All the winners will be awarded at the State Business Leadership Conference in April. Download an application from [www.wafbla.org](http://www.wafbla.org) and apply by the 15<sup>th</sup> of the month. Applications will be accepted in September and close in March. All applications will remain on file for consideration during the current school year. Apply today!

## Scholarships

Washington State FBLA offers numerous scholarships from all across the state. Your eligibility will be determined by the documentation of the application. Washington State FBLA high school seniors are strongly recommended to apply. Apply for scholarships on our website: [www.wafbla.org](http://www.wafbla.org).

## Running for State or National Office

Do you want to take your leadership to the next level? Running for a State or National Office is a once in a life-time experience! Learn from the best and apply your business skills! Applicants must submit a application into the State Office by March 1. All applications for the office of Vice President, Parliamentarian, Public Relations Officer, Secretary, President, and National Officer Candidates can be downloaded from [www.wafbla.org](http://www.wafbla.org).

## Gold Seal Chapter

If your Local Chapter is active in activities that encourage growth in membership, business involvement, and community service, creating a Local Chapter Annual Business Report is just the thing for you. To receive this award at the State Business Leadership Conference, your chapter must put together a report that states the various activities your chapter sponsored in the course of a year. For more information visit [www.wafbla.org](http://www.wafbla.org) and search under the Competitive Events Guidelines.

## **Thirty Second Elevator Pitches**

- To prepare for the business world you can learn from business professionals what they have learned from their business conferences and their business experience, OR you can BE the business professional, Go to your own business conferences, and DO things on your own to gain business experience. Be, Go, Do is what Future Business Leaders of America is all about.
- FBLA prepares students for careers in business-related fields. A member of FBLA can experience everything from competition in real scenario business events, traveling to conferences all over the state and country, running for a leadership role as an officer on the local, state, and national level, and networking with many other students with similar goals and ambitions.
- Future Business Leaders of America is a student organization with members across the nation. We work together to become better leaders, and to prepare ourselves for life in the business world after high school. FBLA provides its members with opportunities to learn and grow as leaders, as well as with chances to network with peers on a national level.
- Future Business Leaders of America is the largest business career student organization in the world. FBLA recognizes and rewards excellence in a broad range of business and career-related areas. Students compete in events testing their business knowledge and skills. We also learn to lead among our peers and grow as individuals. Through FBLA there are so many opportunities and a place for everyone. Come see what doors it will open for you!
- Future Business Leaders of America is a student organization that has a place for everyone. Whether you are looking for leadership, competition, networking, new friends, or just a good time, FBLA has something for you. FBLA can open up endless opportunities for expanding your future outside of the business world. FBLA is an investment in your future that can also turn out to be the best experience of your life.

# **Business Achievement Awards**

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The Business Achievement Awards (BAA) is an aggressive, self-directed, results-based business and leadership program designed to complement academics. The awards focus on the words surrounding the FBLA Crest: Service, Education, and Progress. Have your adviser sign you up today on our National FBLA Web site: [www.fbla-pbl.org](http://www.fbla-pbl.org). The individual program has a March 1 deadline. The BAA has four distinct award levels:

## **Future Award**

This award focuses on basic business skills, introduction to community service, and FBLA involvement at the local level. Pins will be sent to the local chapter adviser for presentation at a local awards ceremony or local FBLA event.

## **Business Award**

This award focuses on local and district/regional and state involvement; intermediate business skills; and leadership in the community. Pins will be sent to the local chapter adviser for presentation at a local awards ceremony or local FBLA event.

## **Leader Award**

This award focuses on local, district/regional, state, and national involvement; advanced business skills; and community leadership. Names of qualifying students and pins will be sent to the state chair/adviser to be presented at the State Business Leadership Conference.

## **America Award**

This award focuses on total association leadership, business skills, and involvement in community. Students qualifying for this award will receive pins at the National Leadership Conference.

The local chapter adviser determines a member's ability to advance in award levels. Work and documentation will be completed online through interactive forms. Activities not completed in one year may be carried over into the next year. Projects completed for each level must be different.

# **Compiled by Your 2011-12 State Officer Team**

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## **President:**

Si Cave  
North Thurston High School

## **Secretary:**

Cori Rummel  
Fife High School

## **Public Relations Officer:**

Chantelle La Marr  
Fife High School

## **Parliamentarian:**

Ashley Sabin  
Kittitas Secondary School

## **Vice President, Capital Region:**

Joseph Kesting  
Olympia High School

## **Vice President, Midwest Region:**

Anthony Yun  
Tahoma High School

## **Vice President, North Central Region:**

Jessica Lawrence  
Kittitas Secondary School

## **Vice President, Northeast Region:**

Erica Orth  
Cheney High School

## **Vice President, Northwest Region:**

Julianne Tanis  
Mount Baker High School

## **Vice President, Peninsula Region:**

Nate Greason  
Bainbridge High School

## **Vice President, Southeast Region:**

Malia Frame  
Dayton High School

## **Vice President, Southwest Region:**

Josh McNeal  
La Center High School

## **Vice President, West Central Region:**

Gabrielle Hall  
Woodinville High School