

FBLA INSIDER TIPS

presented by **Kelley Todd**

Southside FBLA Adviser & District I FBLA Coordinator
@ ABEA 2014 Conference

TIPS ON ...

- organizing **officers**
- recruiting, retaining & involving **members**
- attending **conferences**
- choosing **service projects & activities**
- facilitating **opportunities**



Officers Recruiting
@ Sophomore Orientation



National Competitors
@ 2014 Awards Session
Nashville, TN



Southside NLC Delegation
@ Parthenon

Officers & Members

- Organizing **Officers**
 - Elect/slate in spring (after state conference)
 - Hold planning/training meeting in either in spring or over summer
 - Review/assign duties & responsibilities
 - Schedule an officer work day to coincide with beginning of school year
 - Meet/communicate regularly with officers
- Recruiting, Retaining & Involving **Members**
 - Emphasize FBLA membership dues are annual
 - Develop a brochure, letter, or other informational literature with membership form for current year
 - Create and display flyers, posters, boards, etc.
 - Submit announcements and videos as possible
 - Man booths/tables at New Student Orientation, Open House, etc.
 - Hold a membership drive or informational meeting
 - Utilize word-of-mouth
 - Recognize membership in some way
 - Encourage members to become involved in activities
 - Use Remind101, social media, etc. to promote activities
 - Have fun

“FBLA is more than just a club. It is an organization that helps you get familiar with life in the business world and build friendships that will last a lifetime.” — **Alexa McLain**, National Competitor & CSA Award Recipient

Conferences

- Attending Conferences
 - Encourage participation
 - Immediately read informational packets and e-mails from District Coordinator and/or State Adviser
 - Information is almost always time-sensitive. If you have a question, ask the appropriate person. For instance, district questions should be sent directly to your district coordinator. Direct questions to the appropriate person often receive the quickest reply and are typically the best and most helpful answers. This is especially true for district related items, since dates and other specific information will likely vary from district to district.
 - Develop a cover letter to include with materials being submitted if applicable
 - Hold a pre-conference meeting with participants
 - Create a visual directory for each conference to be used by Adviser & Chaperones (include student picture along with any relevant information such as student cell phone number, parent/guardian contact number, birthdate, competitive event, etc.)
 - Customize agreement form by using a table and “pre-filling” left column with typed name. Leave right column empty for participant signature. Alphabetizing by last name is also helpful.
 - Prepare hard copies and digital copies for convenience
 - Appoint a “Text Team Captain” and organize a “Text Team” for pre-conference reminders
 - Appoint “Adviser & Chaperone Assistants” to help with loading bus, miscellaneous details, etc.
 - Appoint “Room Captains” and “Hospitality Coordinators” for overnight conferences
 - Establish traditions



National Competitors @ 2014 NLC — Nashville, TN

“With FBLA I have had the chance to put all of the many concepts of business I have learned in class into a practical use, and by doing this it makes business come to life instead of just staying in a textbook.” — **Mason Polk**, National Competitor

“FBLA is a very rewarding way to learn more about business, community and teamwork! Meeting new people and making connections makes FBLA most worthwhile.” — **Maddy Willis**, National Competitor, District & Local Officer, & BAA Award Recipient



Members Promoting March of Dimes
@ School Activity



Committee Members Wrapping Up
Arkansas Children's Hospital Project
@ School Activity



Local Officer Recruiting Members
@ School Activity

Service Projects, Activities & Opportunities

- Choosing **Service Projects & Activities**
 - Raise funds and/or awareness for FBLA service projects by implementing time-tested methods or by creating a “signature event” for your chapter
 - Schedule activities for FBLA Service Projects
 - Arkansas Children’s Hospital
 - ARORA
 - Make-A-Wish
 - March of Dimes
 - Ronald McDonald House (*NEW*)
 - Local Service Projects
 - Coordinate chapter activities to meet the needs and interests of chapter membership
 - Consider activities related to specific FBLA “celebrations,” goals, and other needs
 - Local FBLA
 - National FBLA-PBL Week
 - American Enterprise Day
 - Officer Installation
 - Emblem Ceremony
 - Fundraising
 - Education
 - Socialization
- Facilitating **Opportunities**
 - Encourage participation in National FBLA’s Business Achievement Awards program
 - Promote involvement in National FBLA’s Community Service Awards program
 - Recognize achievements