



Future Business Leaders of America

# CHAPTER RESOURCE GUIDE

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--> Featuring WA FBLA-specific & greater FBLA events that members can take part in to develop their leadership skills, build their networks, and learn!

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--> Feel free to reach out to your Region VP and/or Executive Officer with questions!

--> Be sure to follow WA FBLA on Social Media for important updates!

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# COMPREHENSIVE TIMELINE

## September

- MOS & COS Due Date: 9/20
- FBLA Island begins: 9/26
- Fall into FBLA begins: 9/27
- Welcome to FBLA Workshop
- DEI Guide
- RISE Handbook
- Mount Fuji Chapter Officer Summit

## November

- Middle Level Workshop 11/9
- DEI Workshop #1
- Mount Rainier Chapter Officer Summit
- Fall Leadership Conferences

## October

- Chapter Growth & Management: 10/21
- Link2Lead Session 1
- Fall Leadership Conferences

## December

- Game Night
- Fall into FBLA ends 12/15
- FBLA Island ends 12/16
- MOS & COS Due Date 9/20
- Link2Lead Session 2
- Prepare Professional Workshop



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# COMPREHENSIVE TIMELINE

## February

- FBLA Week 2/5 - 2/11
- Game Night
- Check It Off Before SBLC Bingo 2/15 - SBLC
- Link2Lead Session 3
- Community Leaders Workshop
- ProConnect Begins

## April

- Competitive Event Workshop
- State Business Leadership Conference (SBLC) 4/19 - 4/22

## March

- Game Night
- MOS & COS Due Date 3/20
- DEI Workshop #3
- Mount Everest Chapter Officer Summit

## May

- New Washington FBLA Year Begins!



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# RECRUITING MEMBERS

Membership is at the root of every strong chapter and is the pillar of FBLA. Without our members, FBLA wouldn't be the organization it is today. The FBLA membership is constantly changing, with seniors graduating and freshmen coming in. With the ever-changing circumstances, we must focus on membership recruitment and retainment to ensure a successful and continuously improving chapter.

This subsection will detail how to recruit members and examples of doing so. After reading and reviewing this packet, we hope you'll be able to implement these strategies and promotional techniques in your chapter to ensure a successful membership recruitment experience and, in turn, a successful membership year.

## Why Should Members Join

To recruit members, we must make FBLA stand out from the crowd. With the many other clubs students can join, you must help them answer the question: **why should they choose FBLA?**

To do so, you must share what makes FBLA unique. Review these guiding questions to discover some topics you might share with potential members:

1. What makes FBLA the organization it is?
2. What are some things you love about FBLA?
3. Why did you join FBLA?
4. What are the benefits of joining FBLA?
5. What skills can be developed through FBLA?

# RECRUITING MEMBERS

## Strategies for Recruitment

Successfully recruiting new members requires strategy and technique. When speaking to a prospective member, you won't have hours to drone on about random things. Instead, you may have one or two minutes to give your best pitch. In these few minutes, you must leave your audience with a **memorable pitch** on FBLA; make sure they remember it. Better yet, ensure you have their contact information to continue reaching out to them after your chat.

### 3-Step Guide To Member Recruitment

**Introduction** – the first step is to introduce yourself and FBLA. It is important to connect FBLA with things normal high schoolers might be interested in. Some examples of this include:

1. "Hey! My name is \_\_\_ and I'm a member/officer of FBLA, an organization with opportunities to compete, meet other people, travel, and learn new skills."

**Personal Experience** – a dash of your experience is always helpful when trying to convince others to join an organization. Show others what you saw in FBLA that is unique and important! Here's an example:

1. "I've been a member of FBLA for 3 years, and I've had the opportunity to meet many amazing people. With FBLA, there are so many opportunities to travel. This past year, our chapter was able to travel to Chicago for Nationals! FBLA is a fantastic opportunity to gain recognition and has helped me build many skills, as it has for many others."

# RECRUITING MEMBERS

**Leaving thought** - leave your audience with a closing note. Here's an example:

1. "Does this sound like something you'd be interested in being a part of? We're having our first meeting at date/time. If you're interested, I would love for you to sign up on this sheet! I'll add you to our email list."

With this simple, yet effective guide to recruitment, you are well on your way to speaking with new people and gaining some new members!

## Recruitment Events

It's impossible to speak to every single person at your school. Therefore, we must develop a strategy to draw people into the club without contacting them directly. Lucky for us, thousands of FBLA members across the world have tried and tested many recruitment events. Here are a few major ones:

**Food** - Nobody ever turns down free food. For hungry students, pizza, donuts, or candy are the perfect way to attract them to your meetings. Once these students attend your meeting, you can pitch FBLA and draw them in.

**Keynote Speakers** - Inviting an engaging keynote speaker to your chapter meeting is a fantastic way to engage your audience! Be sure to advertise any keynote events you have, and encourage students from your school to come!

**Community service event** - Many students are engaged in community service events. For example, if your chapter hosts an FBLA community service event such as a trash clean-up, you can beautify the environment and engage potential students. These acts help show that FBLA is more than just a competitive organization.

# RECRUITING MEMBERS

## Social Media

Social media is arguably one of the most important factors in recruitment. In our day and age, almost every single person uses social media in one way or another. Therefore, it is critical that we fully utilize our resources to our advantage. Here are some ways to do so:

1. Set up a school FBLA page
2. Recruit a public relations officer or social media manager to run the account
3. Post constant updates of your FBLA chapter
4. Use this platform to send meeting reminders, congratulation messages, etc.
5. Ask your friends to share your posts, and share the social media handle with students in your school!



[Edit These Templates Here](#)

# CONTACT PAGE

Follow the WA FBLA and FBLA social media accounts to keep up with all the latest updates and events. In addition, make sure to follow your region's Instagram account to keep up with all the things related to your region!

## STATE OFFICER EMAILS

Position	Name	Email
President	Cindy Chen	president@WA FBLA.org
Secretary	Ben To	secretary@WA FBLA.org
Public Relations	Charlotte Curry	publicrelations@WA FBLA.org
VP of Middle Level	Aubrey Hegner	middlelevelvp@WA FBLA.org
Parliamentarian	Jean Lin	parliamentarian@WA FBLA.org
Alumni & Business Relations VP	Karina Kejriwal	alumiandbusinessvp@WA FBLA.org
Capital VP	Dwija Adamala	capitalvp@WA FBLA.org
North Central VP	Lexie Fennell	northcentralvp@WA FBLA.org
Northeast VP	Hailey Bronec	northeastvp@WA FBLA.org
Northwest VP	Venya Pillai	northwestvp@WA FBLA.org
Southeast VP	Elizabeth Allen	southeastvp@WA FBLA.org
Puget Sound VP	Preeti Maraju	pugetsoundvp@WA FBLA.org
Southwest VP	Joanne Lin	southwestvp@WA FBLA.org
West Central VP	Samara Wijesekera	westcentralvp@WA FBLA.org

# CONTACT PAGE

## REGION INSTAGRAMS

Region	Instagram Username
Capital	@capitalregionWA FBLA
North Central	@northcentralWA FBLA
Northeast	@wanortheastregion
Northwest	@WA FBLA_northwest
Southeast	@southeastWA FBLA
Puget Sound	@pugetsoundfbla
Southwest	@WA FBLA_southwest
West Central	@westcentralfbla

## Washington FBLA

Instagram: @WA FBLA

Facebook: Washington State FBLA

Twitter: @WA FBLA

## National FBLA

Instagram: @fbla\_pbl

Facebook: FBLA

Twitter: FBLA\_National

