



RISE HANDBOOK 2022-2023



Reach

Reach passionate, driven student leaders.

Inspire

Inspire and engage members.

Succeed

Succeed together, through FBLA's countless opportunities.

Expand

Expand into your local community and beyond.



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REACH

As a chapter, your goal is to serve and REACH students and your local community.

CHAPTER FOUNDATION

Before your chapter can REACH members and grow membership, it's important to have a strong internal foundation. This foundation is built upon 3 levels: the Adviser, the Chapter Officer, and the Member.

1. THE ADVISER

The role of an Adviser is to serve as the back-bone pillar of your school's FBLA chapter. Without the guidance and support of a local chapter Adviser, establishing a successful FBLA chapter would not be possible.

Beyond the base-level responsibilities of an Adviser, there are many leadership roles you will have to fulfill in order to establish a strong core for your chapter:

- **Leader:** You must work to empower all students with words and actions. You should work to guide, organize, motivate, and support chapter development through Chapter Officers and Members.
- **Coach:** You must prepare students for competitive events and provide feedback on committee projects--all have long-term benefits, which include broadening student networks and expansion of business skills.
- **Voice:** You are an advocate and a voice for FBLA! Use it! Help your chapter by using your voice to spark impact and involvement!

2. THE CHAPTER OFFICER

The role of a Chapter Officer is to serve as a leader and voice for your chapter Members. Without a strong Chapter Officer team, it is near impossible to RISE.

Whether you are the President, Vice President, Secretary, Treasurer, Parliamentarian, Historian, or any other position, you must do the following to serve as a strong leader for your Members:

- **Provide** a healthy environment where all Members can grow professionally
- **Communicate** with your Advisers, Chapter Officers, and Members
- **Engage** Members through proper communication
- **Listen** to the voices of your Members
- **Encourage** individual and chapter participation in various activities
- **Represent** FBLA and your school in a professional, positive manner
- **Share** a unified mission to support and improve your chapter

Only by upholding and performing your Chapter Officer roles to the best of your ability, are you able to extend your leadership and guidance to your Members and beyond.

3. THE MEMBER

Finally, we have the Member. Without Members a chapter simply would not exist.

In order to take part in reaching your Adviser(s), Chapter Officers, and other Members, you must:

- **Show** passion, dedication, and enthusiasm towards FBLA activities
- **Provide** any feedback or suggestions to your Chapter Officer team
- **Support** your chapter and fellow Members
- **Represent** FBLA and your school in a professional, positive manner
- **Encourage** and invite other students to take part in FBLA activities

REACH NEW MEMBERS

After establishing a strong chapter foundation, it is time for your chapter to begin their REACH. Not sure where to start? It is always best to start with potential new Members in your school. These Members include new students, underclassmen, upperclassmen, and any student who is not currently a part of your FBLA chapter.


CLUB FAIR

The best way to reach new Members is through your school's annual Club Fair!

Our tips for creating a successful Club Fair experience:

- Create a neat, professional physical tri-fold display
- Have membership incentives
- Use a digital video!
- Grab the attention of Members through creative incentives!
- Include chapter activities and conferences to show that FBLA hype!

Example Display

Leadership opportunities	 (Chapter) FBLA Why FBLA? Pictures	Conferences Pictures
Community Service & Business Exposure	Pictures First Meeting Info	Q&A with Alumni or Chapter Officers
Incentives	Awards	Awards
		Digital Video

MORE IDEAS

If you don't have a Club Fair or Club Rush at your school, no worries! Chapters can REACH out to school administration, parents, and students through emails, newsletters, morning announcements, and class presentations for more about FBLA. Members can REACH out to other students through word-of-mouth and even social media!

The ideas for reaching new Members are endless, and it's going to be up to you, the Advisers, Chapter Officers, and Members of your chapter to ultimately increase your REACH as much as you can!



INSPIRE

After reaching Members, the next goal is to **INSPIRE** them and keep them engaged with your chapter's activities.

Often inspiration comes from more than just words. In fact, actions are shown to be the most effective way of engagement and inspiration among Members. Workshops are a great way to inspire Members during local chapter meetings either through a virtual setting, or in-person. We hope your chapter can come up with creative workshop ideas for your Members, but to spark some creative ideas, we have a few ideas up our sleeves that you can consider using!

FBLA CENTERED WORKSHOPS

1

FBLA Programs Workshop

Introduce Members to the BAAs, Champion Chapter, and other engaging programs FBLA offers beyond competitive events!

2

FBLA Trivia Competition

Host a fun FBLA trivia game using Kahoot or any other quiz platform! Split Members into groups and provide a prize at the end to really spark the competitive spirit!

3

Parliamentary Procedure Workshop

This workshop can teach Members the basics of parliamentary procedure, and open the door to becoming a parliamentary pro!

4

Competitive Events Workshop

Hosting a tips workshop is incredibly useful as Members begin event preparation. Bonus points if you include a past event showcase portion!

LEADERSHIP WORKSHOPS

1

Social Media Workshop

As social media grows bigger in personal and business everyday use, teach Members the tips and tricks to social media usage and marketing!

2

Personal Finance Workshop

Personal finance skills are something an increasing amount of students are looking to learn before college. Hosting a workshop covering basic personal finance can help students gain basic knowledge, and better prepare them for the future!

3

Business Etiquette Workshop

Business etiquette skills will come in handy not only for your FBLA competitive events, but also future internships, interviews, careers, and any other opportunities you might take part in.

4

Public Speaking Workshop

Public speaking is the number one fear in the world, and it also happens to be a crucial skill for a leader. Host a public speaking workshop, providing tips and tricks and real practice time!

OTHER WORKSHOPS

1

Guest Speakers

Examples of guest speakers that can provide inspiration to your Members include:

- Local business professionals
- Motivational speakers
- FBLA Alumni

2

Chapter Visit

Inviting a State Officer for a Chapter Visit is an educational and inspirational opportunity for your chapter! And bonus, you get to chill and hang out with a State Officer!

CHAPTER ACTIVITIES

Although workshops are a great way to INSPIRE Members, sometimes they may not be the most hands on. If you're looking for ways to get Members involved, here are a few great ideas.

Chapter/School Service

- Establish a mentorship program for FBLA events
- Host an FBLA organized activity:
 - Carnival
 - Movie night
 - School dance
 - Game night
- Organize fundraisers

Organize Socials

- Organize Member bonding activities
- Coordinate activities with other FBLA chapter(s) in your area



Host an FBLA Week

- Virtual FBLA social media week using Member photos and videos
- In-person FBLA spirit week

Community Service

- Donate to the March of Dimes
- Take part in a Community Service Project at your school
- Organize donation drives:
 - Business clothes
 - Canned food
 - Textbook drive
 - Cards for healthcare workers





SUCCEED

Together, as a family, it's important to highlight the importance of support. While supporting each other, we all can SUCCEED.

FBLA offers several different opportunities to succeed--whether this is a competitive event, activity, or more--it's important to work together and SUCCEED!

SCHOLARSHIPS

FBLA Distinguished Business Leader

This scholarship is designed to recognize outstanding FBLA members for their activity and involvement in the association. The number of scholarships given depends on yearly contributions to the FBLA scholarship fund.

The LifeSmarts program invites FBLA members to become Safety Smart Ambassadors. Student Ambassadors provide interactive safety messages to younger children using scripted 30-minute presentations and videos featuring Disney characters. Five \$1,000 scholarships will be awarded.

LifeSmarts.org
& the National
Consumers
League

Johnson & Wales University Scholarship

FBLA members are eligible for JWU scholarships up to full tuition. Complete an application to JWU and indicate FBLA membership to be automatically considered for their National Student Organizations scholarship program.

The National Technical Honor Society provides two scholarships to active FBLA members who are also current NTHS members in good standing. NTHS awards over a quarter of a million dollars in scholarships annually and has been the acknowledged leader in recognizing outstanding student achievement in CTE programs across the country for over 30 years.

National
Technical Honor
Society (NTHS)

MEMBERSHIP AWARDS

FBLA states and chapters are also eligible for special membership awards that are automatically counted based on membership numbers!

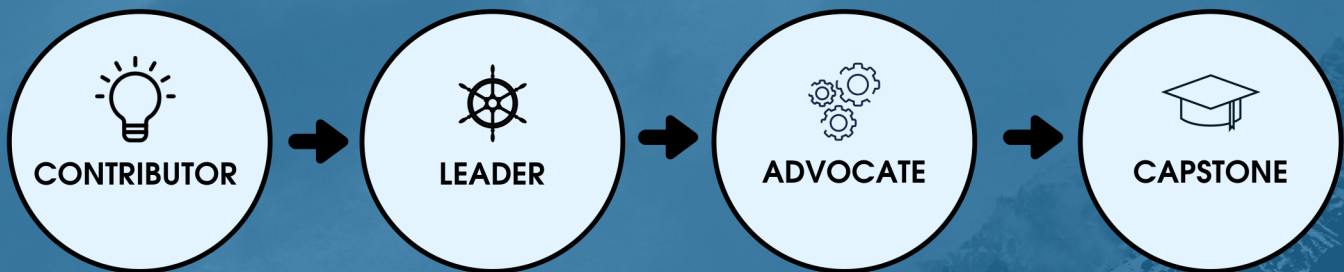
NATIONAL MEMBERSHIP AWARDS

- Largest State Chapter Membership
- Largest Increase in State Chapter Membership
- State Recruitment of Chapters
- Largest Local Chapter Membership
- Market Share Award
- Largest Increase in Local Chapter Membership
- Connect Ten (*NLC Delegates of chapters increasing membership by 10 members or more over the previous year will receive ribbons for their name badges.*)
- Membership Achievement (*NLC Delegate of chapters matching or increasing their membership from the previous year will receive ribbons for their name badges.*)



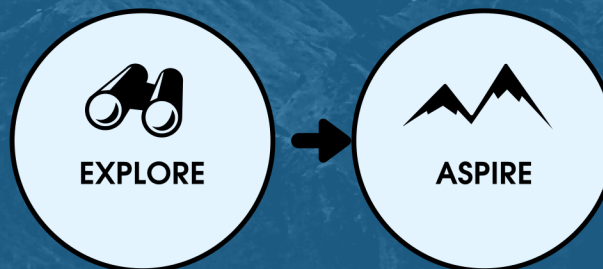
BUSINESS ACHIEVEMENT AWARDS

The Business Achievement Awards (BAA) are an individual achievement award program for active, paid high school student members in FBLA. This year, there are 4 new levels, each with different requirements. Participating students have the opportunity to enhance their leadership skills, expand their business knowledge, contribute to their local communities, and earn recognition by immersing themselves in their school and communities.



LEAD AWARDS

The LEAD Awards are an individual achievement award program open to all active, paid FBLA Middle School members. Participating students have the opportunity to enhance their leadership skills, expand their business knowledge, contribute to their local communities, and earn recognition by immersing themselves in their school and communities.



(Detailed information on the FBLA National website)

COMPETITIVE EVENTS

A huge part of FBLA is the competitive events we offer! These events prepare students for successful careers in business by providing opportunities to apply classroom concepts in a workforce-simulated competitive environment. We have a variety of events allowing members to find their own interests and compete with what they're passionate about.



TYPES OF EVENTS

- Objective Test
 - Ex. Business Law, Journalism, Personal Finance, UX Design
- Case Study Event
 - Combines an objective test with a role play. Some case study event do not have an objective test.
 - Ex. Client Service, Help Desk, Marketing, Entrepreneurship
- Presentation event
 - Presentation of project, speech, or interview
 - Ex. Business Ethics, Graphic Design, Job Interview
- Production Test
 - Combines an off-site production test and an on-site objective test
 - Ex. Computer Applications, Spreadsheet Applications

With the countless event types and different topics each year, explore your interests, try new things, and ultimately **SUCCEED!**





EXPAND

FBLA brings Members and Advisers so much more. After reaching, inspiring, and helping Members strive for success, now you can EXPAND into the real world.

EXPAND TO OTHER CHAPTERS

So, why is it important to EXPAND to FBLA chapters in other schools nearby? As an existing chapter, you are a fantastic resource to another school that either currently has a chapter or is seeking to start its own chapter. As we EXPAND our FBLA community, we are able to collaborate, work together, and grow! In the end, your FBLA region will grow exponentially!

3 WAYS TO COLLABORATE



COMMUNITY FUNDRAISER

This is a great way to bring chapters together and directly impact your shared community by involving chapters and other teens/adults!

COLLABORATIVE WORKSHOP

All FBLA Members have one shared passion: the willingness to learn! Come together to host an interactive workshop for all Members.

MEMBERSHIP NETWORKING EVENT

Host a pizza party or picnic! Bring your Members together to get to know each other and network amongst themselves!



EXPAND YOUR EXPERIENCE

When it comes to your Chapter, it's important to think outside the box! FBLA provides opportunities for you to show your talent and gain more experience in the industry.

With FBLA our Members learn more about public speaking, business, technology, design, and so much more. After gaining these skills, it's important to give Members the chance to take it one step further.

3 WAYS TO ENGAGE

1

INTERNSHIPS



In middle and high school, students are thrilled by the opportunity to work with businesses.

Take some time to contact local businesses and inquire about open positions and where your FBLA Members could help out.

2

VOLUNTEER



Volunteer work is a great way to directly impact locals and learn.

Some examples include helping elementary schools with budgeting events, designing posters, and helping professionals.

3

PROGRAMS



Because FBLA primarily runs through the school year, students are looking for ways to expand their knowledge.

Try looking into some summer programs or courses that may be of interest!