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Informational PowerPoint®

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Recruitment

The most important resource any organization has is its membership. The more dependable, enthusiastic members you attract – the more you can accomplish. Make your chapter stronger by keeping these points in mind.

- A large and diverse membership makes for rich brainstorming sessions and unique projects.
- Individual workloads are lightened when there are more hands to do the work.
- Bigger is better – when it means that you have resources to dedicate to many worthy activities.
- FBLA-PBL's recognition and influence are assured when a larger portion of your student body and, by extension, your community is involved in your activities.
- Your members enhance the chapter as a whole – while the chapter enriches your members.

RECRUITING STUDENT MEMBERS

1. Form a recruitment committee:
 - Involve both returning and new members.
 - Assign specific responsibilities and accountabilities.
 - Ensure adequate resources (human, financial, time, etc.) are allocated.
2. Set realistic goals.
 - Set goals that are challenging, but not overwhelming.
 - Make sure everyone involved is committed to the goals.
3. Discuss and plan a winning strategy: Assess your membership. Know your membership base. Has it increased or decreased over time? Go over your past membership records. Chart your findings to better visualize your growth. Once you understand these findings, you can set much more targeted, more realistic membership goals.

- Start by making sure you know your market and your potential members.
 - Focus a brainstorming session around the true benefits of being involved in FBLA-PBL.
 - Talk with other chapters to discover successful programs.
 - Utilize the recruiting materials provided by the national and state chapters.
 - Identify incentives to motivate both current and prospective members.
 - Involve everyone who can help (faculty, counselors, administration, parents, friends, state officers, national officers, etc.)
4. Develop detailed work plans to implement the techniques that you select:
 - Assign work to individual members and delegate.
 - Develop specific timelines.
 5. Implement your plans, then follow through:
 - Evaluate your plan regularly to make sure it's working. Make adjustments as necessary.
 - Remain open and flexible.
 6. Get started!

Special Recognition

100%

FBLA-PBL recognizes local chapters who either (1) increase membership over last year's total or (2) recruit 100% of a single course as chapter members. Application forms for the Membership Achievement Award and the 100% Class Participation award are included in the Chapter/Member Recognition section, page VI-26.

Step 1 – Publicize!

- Display official FBLA-PBL posters from the *Chapter Management Handbook*.
- Make flyers with catchy slogans and important information to give out between classes or to hang on the wall.
- Explain the benefits of joining FBLA-PBL.
 - Acquire leadership skills
 - Win recognition at conferences
 - Become part of a team
 - Gain community service experience
 - Improve or enhance job skills
 - Travel
 - Meet new people
 - Meet business professionals
 - Earn scholarship money
 - Compete in business skill events
- Set up an exhibit booth at Freshman Orientation during the first few days back to school to explain the benefits that FBLA-PBL provides.
- Place an ad in your school newspaper about FBLA-PBL.
- Send a letter to every faculty member on your campus asking them to recommend students who they feel would be interested in or benefit from FBLA-PBL. Compile a list of names and send these students invitations to a meeting.
- Talk it up! Members who are enthusiastic about FBLA-PBL will spark an interest in other prospective members.
- Create a chapter newsletter.
- Obtain a message board in your school to publicize FBLA-PBL.
- Download one of the informational power point FBLA-PBL presentations from the Web site (www.fbla-pbl.org) and show it at a chapter meeting.

Step 2 – Give Incentives!

- Sponsor an event to gain publicity for your chapter such as:
 - A pizza party.
 - A business or educational opportunity such as a tour of a local business, a career day, or an activity fair.
 - A concession stand at a school event.
 - A seminar, lecture, or workshop involving local business people.
- Serve refreshments at meetings.

- Make meetings as fun, enjoyable, and interactive as possible. Icebreakers and getting-to-know-you exercises serve this purpose well, especially when bringing together new members. Try the one below in a local chapter meeting.

- Every student is asked to write one word down from a pre-chosen category (i.e. vegetables: carrot; cats: Siamese; bird: duck). All names are put into a container and then everyone must randomly choose one. The facilitator and officers help tape the paper to each person's back. Allow 5-10 minutes (depending on the group size) for everyone to figure out what he/she is. Players must ask each other "yes" or "no" questions (i.e., "Am I green?", "Am I big?", "Am I small?") but no one may ask the same person more than one question at a time. Mingle! Mingle! Mingle! After 5-10 minutes, each person must announce who or what he/she is before removing the sign.

Hold a welcome banquet or ice cream party for members to become familiar with the objectives of your chapter and to get acquainted with other members.

- Present members with T-shirts, certificates, and pins.

Step 3 – Offer Rewards!

- Go out to dinner as a chapter.
- Hold group socials.
- Have a swimming party.
- Give scholarships from FBLA-PBL to outstanding members.
- Institute a rating system where each activity has a specific point value. At the end of a designated time period, give a prize to the member with the most points! (See the sample point system in the Local Chapter Organization section, page I-5).
- Display awards from competitions in your school.
- Give a prize to the member who recruits the most new members.

Step 4 – Enter Competitions!

- Enter members in competitions on all levels: local, state, and national.
- Enter members in the many different membership programs that FBLA-PBL offers. (Information and details on these programs may be found in the Chapter/Member Recognition section).

MEMBERSHIP BUILDING IDEAS

The members of FBLA-PBL are the most important part of the organization. To maintain this membership and to continue to expand, the local chapter executive board must take responsible to recruit members. Getting members to join is an ongoing effort. Many chapters sponsor both a first semester and a second semester recruitment campaign targeting the non-members in their school. Chances are that if the non-members' peers are in FBLA-PBL, then he/she will be more willing to join. Chapters that are successful in increasing membership numbers have found that the key to growth is planning and implementing a variety of different chapter activities. These chapters realize that recruiting and signing up members is only the first step in the process. Officers and advisers can encourage full attendance at meetings by making sure that activities sponsored by the chapter reflect the wishes of the group, not just those of the officers or the most vocal members. Officers need to realize that people's time is valuable, so make sure that all activities have a purpose and an agenda, and then stick to them. Brainstorming sessions should be held regularly and ideas that come out of them should be followed up. The successful chapters make time for socializing and plan at least one activity per semester that is just for fun. Listed below are membership building ideas from chapters across the country.

Recruitment

- Have your local officers speak to business classes and to other classes.
- Have the local president write a letter to incoming freshmen and new students at the beginning of the year.
- Create "Ask Someone who Knows" posters and have current members wear stickers with the same wording.
- Have a table or booth at a school function.
- Provide members with a bookmark with the selected theme.
- Be creative! Use a theme such as "Fishing for a Few New Members." Officers can prepare fish hats for each new member which they can wear at their first official FBLA-PBL meeting. Make sure that you take a photo of your "Catch of New Members" and prepare a newspaper article for the school and the local newspaper.

Public Visibility Projects

- Speak about FBLA-PBL to Rotary Clubs, other civic groups, Chamber of Commerce, in your classes.

- Write articles for: *Tomorrow's Business Leader*, *PBL Business Leader*, local, state, or national FBLA-PBL publications, and the school newspaper.
- Contact the local newspaper and have them publicize your chapter's activities (send them press releases).
- Create a chapter Web page.
- Conduct a radio interview about FBLA-PBL.
- Have television coverage of chapter activities/meetings.
- Design a chapter poster.
- Purchase an electronic billboard to post upcoming activities and deadlines.
- Create a chapter display case (keep up-to-date pictures, articles, and awards).
- Design chapter T-shirts (get creative!).
- Appoint a Public Relations Committee.
- Utilize the school intercom to remind members of events, and bring attention to members' accomplishments.
- Have local officers wear name badges to meetings, FBLA-PBL functions, and conferences.

Ideas for Local Meetings

- Invite local businesses to give presentations.
- Conduct FBLA-PBL trivia games and Quiz Bowl competitions.
- Sponsor public speaking practice events.
- Plan icebreakers ("Games Trainers Play" and other books like this available at any bookstore in the Self-Help section are helpful).
- Plan study time for competitive events.
- Have team building or leadership activities.
- Sponsor joint meetings with other local FBLA-PBL Chapters and other student organizations.
- Invite special guests to give presentations (State/National Officers, local business people, motivational speakers, local celebrities – news anchors, local athletes, local politicians).
- Make a video project to recruit FBLA-PBL members, to activate/reactivate chapters, or to obtain corporate sponsorship.
- Plan parties for special occasions.
- Show business videos (dress for success, public speaking, parliamentary procedure, etc.).

- Videotape conferences (state, national) and play during a meeting. This is a great incentive to get more members to attend conferences.
- Make a chapter scrapbook.
- Have a Member of the Month.
- Hand out a FBLA-PBL Fact Sheet summarizing the programs and activities of the organization.

Professional Activities

- Establish a career shadowing program for members.
- Form a local business advisory committee.
- Sponsor business tours to area businesses.
- Attend Chamber of Commerce meetings.
- Hold an entrepreneurship session.
- Sponsor a businessperson panel. Invite several local businesspersons to attend a meeting and discuss their careers. Include question and answer time.
- Attend a career fair.
- Hold a leadership training session for newly-elected officers.
- Attend business competitions, regional/district, state, and national conferences.

FBLA-PBL Week (2nd Week of February)

- Sign a local chapter FBLA-PBL proclamation with the Mayor proclaiming National FBLA-PBL Week.
- Wednesday is set aside as FBLA-PBL Adviser Appreciation Day! Honor your local chapter adviser with a gift.
- Sponsor a Faculty Appreciation Breakfast.
- Sponsor a Local Business persons' Breakfast.
- Sponsor a different activity during each day of this week. For example:
 - Monday: FBLA-PBL T-shirt and Sweatshirt day.
 - Tuesday: Cookie Day for members.
 - Wednesday: Business Attire Day.
 - Thursday: Blue and Gold Day.
 - Friday: Cake Day for members.
- Have radio and newspaper ads.
- Decorate the school/campus with posters promoting FBLA-PBL.
- Tour a business.

- Invite parents, administrators, and the community to attend a meeting.
- Sponsor a Staff Recognition Day.
- Sponsor seminars on the world of work (education, media, law enforcement, finance, medical, etc.)
- Give fruit baskets to faculty.
- Prepare a bulletin board.
- Celebrate FBLA-PBL Community Service Day on Saturday.

American Enterprise Day (November 15)

- Create and place posters around the community and in school.
- Sponsor a business guest speaker at a meeting.
- Have a business trivia game for the membership at a meeting.
- Sponsor Free Enterprise poster contest for elementary students.
- Prepare a free enterprise Microsoft® PowerPoint® presentation to present to area elementary schools.
- Prepare an article for the local and the school newspapers.
- Write a letter to the editor of the community newspaper on the topic of American Enterprise.

Partnership with Business

- Attend a business organization's luncheon (i.e. Rotary Club).
- Do a database mailing for a local business.
- Have members offer to be Internet researchers for companies.
- Design Web pages for businesses.
- Help businesses with their inventory.
- Hold your chapter's installation and initiation ceremony at a local business preceding a tour of the facilities.
- Hold a social hour with business professionals.
- Participate in The Stock Market Game and have a stock-broker speak at a meeting.

Social Activities

- Host an annual picnic at the beginning of the school year for prospective members to ask questions and to learn about FBLA-PBL first-hand.

- Decorate an FBLA-PBL float for Homecoming.
- Have members do Christmas caroling. Follow this up with a Christmas party.
- Have joint activities with other school organizations such as bowling, pizza parties, taco buffets, etc.
- Have an end-of-the-year banquet with a slide show.
- Sponsor a movie party.
- Sponsor a volleyball tournament.
- Sponsor “Organization Olympics” (different organizations compete against one another).
- Adopt-a-highway.
- Sponsor an Easter egg hunt for area elementary students.
- Take members to an amusement park.
- Have a Halloween costume party with prizes for the best costumes.
- Sponsor a haunted house for the community.
- Hold a scavenger hunt where members must perform a “stunt” and be photographed while they are collecting the items.
- Sponsor a snow softball game.

Community Service

March of Dimes

- Sponsor a WalkAmerica (collect pledges per mile walked).
- Have a dime collection in schools/classrooms.
- Place March of Dimes collection cans throughout the school and in businesses.
- Sell March of Dimes Beanie Babies (contact your local March of Dimes branch for more information).
- Find a child who has benefited from the March of Dimes and have them tell their story at a meeting.
- Sponsor a silent auction to raise money for the March of Dimes. Get prizes donated from area businesses.

While recruitment is crucial to the success of a chapter, retaining members is also an important goal. Activities should be planned to spark the interest of the faithful members. Remember to use meeting to inform your members on upcoming events such as community

service, competitions, and workshops. Below are some additional tips:

- Offer incentives for members to join for an additional year (i.e. – special membership pins, special FBLA-PBL items, special certificates, etc.)
- Offer free food at meetings.
- Host a special chapter retreat for all past members to help develop ideas for recruiting new members. Goals such as the following could be developed:
 - To increase membership by 10%.
 - To have every past member recruit one new member.
 - To increase membership by doing more to get our names out in the community and in the school.
 - To create thank you cards (or holiday cards) to show appreciation to all of our members.
 - To create and distribute a brochure to incoming freshmen and sophomores.
 - To create and distribute a monthly chapter newsletter to keep all members informed of important activities at the local, state, and national level.
- Get past members involved in organizing activities and projects. Build on their experience to make the chapter successful.
- If a past member recruits a new member, award them a prize.
- Be flexible with events and meeting schedules.
- Implement a mentor program, teaming up new members, with your experienced members – make them feel important.
- Show appreciation for past members by honoring them as part of the ceremonies for a induction ceremony for new members or an officer installation ceremony. Recognize any members who won competitive events the previous year in state and/or national competition.
- Implement a "Hall of Fame" for past members. Four or five outstanding past members could be inducted into this Hall of Fame each fall (display their photos and bios in an ongoing scrapbook).

RECRUITING YOUR SCHOOL ADMINISTRATION

Your FBLA-PBL chapter is one of many activities sponsored by your school. By keeping your campus’s officials and administrators involved and aware of your activities, you will show them that your program is among the most valuable to the school. Depending on your campus’s particular organization you may want

to target decision-makers such as department heads, deans, or college presidents. You can ask campus officials to attend any of your regular meetings or special events such as an officer installation ceremony or new member induction ceremony. Recruit them to make a speech or presentation to your membership and your guests. As your chapter activities grow and flourish during the year, keep campus officials informed of your progress and success. Send them periodic updates telling them what you have accomplished, how the school and its students/faculty benefited, and what you are going to do next. Make your chapter available to support and assist school officials. Volunteer to help with campus projects, Make sure that your chapter has good visibility in supporting the campus and in supporting other organizations.

RECRUITING PROFESSIONAL MEMBERS

FBLA-PBL's Professional Division offers established businesspersons the chance to help, teach, and encourage the rising generation of business leaders. Professional members give students the chance to work one-on-one with experienced leaders.

Who Can Join: Anybody – former members, employers, educators, parents, businesspersons, community supporters – who has an interest in FBLA-PBL can become a Professional Division member.

Membership Options: The Professional Division offers two types of membership. Dues for the basic, one-year membership are \$23 per year (\$8 of this amount is rebated to the state chapter). Lifetime membership is available for a one-time fee of \$350 (\$50 rebate to the state chapter), or for ten installments (on a credit card only) of \$37.50 each. Members receive *The Professional Edge*, *PBL Business Leader*, and *Tomorrow's Business Leader*. They also receive hotel and car rental discounts. Registration fees for the FBLA-PBL national conference are waived for lifetime members paid in full. See the Professional Division Member Application form at the end of this section.

Chapters Rewarded for Recruiting Professional Division Members

Every time a person joins the Professional Division through a chapter, that group gets credit. When a chapter brings in many Professional Division members, it has a chance to win recognition on the regional and national level. This includes a plaque or a trophy to bring back to their school.

Professional Division Membership awards are presented at the National Leadership Conference in the following categories for both FBLA and PBL Chapters:

- Largest State Chapter Membership – Professional Division (by affiliation)
- Largest Local Chapter Membership – Professional Division (by affiliation)

In the fall, one overall national award is presented to the local and state chapter (by affiliation) for Largest Chapter – Professional Division. The spring awards are presented at the National Leadership Conference. First and second place awards are presented in each region and three (3) national awards are presented overall for state chapters and one (1) national award is presented for local chapters.

The **dues receipt deadline** for recruitment of professional members to qualify for these awards is **the first Friday in April**.

How to Recruit

Recruiting professional members is not so different from recruiting student members. Identify individuals who have an interest in FBLA-PBL and who support its goals and ideas. Then, communicate benefits that they will receive as a result of their participation.

- **Local Chapter Involvement.** Interaction with members, community service, and mentoring programs.
- **National/State Conference Experience.** Workshops, travel, company representation, state/national center experience.
- **National Membership card.** Discounts for Alamo car rental and Cendant hotels (Days Inn, Howard Johnson, Knight's Inn, Ramada Inn, Travelodge, and Wingate Inn.)
- **National Publications.** *The Professional Edge*, and either *Tomorrow's Business Leader* or *The PBL Business Leader*.
- **Interactive Web site.** Contains information and allows for idea exchange.

Your chapter can offer professional membership to area business leaders, chapter boosters, parents, teachers, administrators, and alumni. You can give gift memberships to show your chapter's appreciation or admiration, or you can use the following steps to recruit potential members:

- Form a professional membership recruitment committee.

- Set realistic goals for your professional membership. How many members do you want? What would you like them to contribute to your chapter? What activities would you like them to assist with/co-sponsor?
- Brainstorm, in committee, to generate a list of individuals.
- Discuss and develop a recruitment strategy. What are the benefits of professional membership? What will membership responsibilities entail?
- Have committee members set up appointments with and make presentations to the individuals and/or business groups on your list.
- Conduct your meetings. Be sure to be on time, appropriately dressed, concise, well organized, and respectful of the business professional's time.

Working Together

A professional member can do much to enhance your chapter and its activities. You can use professional members as the core group in establishing a Business Advisory Council for your chapter. Business Advisory Councils are made up of between five and ten business leaders in your community – representatives from local companies, small businesses, and the professions.

Use your chapter as a resource for information and problem solving. Your council can give your chapter an inside track on business: council members can set up tours, assist in matching donations for fundraisers, sponsor and underwrite chapter activities, serve as role models for Shadow Days, and much, much more.

A professional member can do much to enhance your chapter and its activities. Depending on the particular affiliation of the professional member, he or she can:

- Serve as a boosters group.
- Start a speaker's bureau.
- Share real-life experiences at meetings and workshops.
- Arrange tours of local businesses, organizations, and facilities.
- Network with media contacts.
- Provide logistic resources (conference space, office equipment).
- Serve as mentors in the competitive events and other programs (stock market games).
- Judge at local and state competitions.
- Help raise funds through corporate donations.
- Provide internships and job shadowing opportunities.
- Provide scholarships.



What can you do for them?

- Host an appreciation luncheon, dinner, or picnic.
- Offer to do some spring or fall cleaning for their business.
- Write articles for their business or organization newsletter.
- Assist the business or organization with a charity activity.
- Offer an Internet course.
- Advertise them and their services at your school.



FBLA-PBL Professional Division

Membership Application Form

Name: _____ Occupation: _____

Mailing Address: _____ Home Phone: _____

City: _____ State: _____ Zip: _____

Employer: _____ Business Phone: _____

Business Address: _____ Business Fax: _____

City: _____ State: _____ Zip: _____

Specify Affiliation: FBLA PBL FBLA-Middle Level

E-mail Address: _____

Membership Type: Annual (\$23) Lifetime (\$350)

Credit Card: Visa MasterCard Card #: _____ Exp. Date: _____

Member History (please check all applicable categories):

- New Member Former FBLA Member Businessperson Renewal
- Former PBL Member Adviser Parent of Member Friend of the Association
- Other

Credit _____ state chapter with my membership. Credit the following school for my membership: _____

Make checks payable to: FBLA-PBL Professional Division _____

Send to: Professional Membership Dues
 FBLA-PBL, Inc.
 1912 Association Drive
 Reston, VA 20191-1591

Business Advisory Councils

You can use professional members as the core group in establishing a Business Advisory Council for your chapter. Business Advisory Councils are made up of between five and ten business leaders in your community – representatives from local companies, small businesses, and the professions.



Use your chapter as a resource for information and problem solving. Your council can give your chapter an inside track on business: council members can set up tours, assist in matching donations for fundraisers, sponsor and underwrite chapter activities, serve as role models for Shadow Days, and much, much more.





Gift Membership in the Professional Division

Do you have a businessperson in your community that helps out your chapter? Does your college dean or other teachers help with your chapter activities? Have you thought about honoring them with a gift membership in the Professional Division?

As professional members, your chapter's supporters can continue to work with your members. They will receive national publications such as *The Professional Edge*, *Tomorrow's Business Leader*, and *The PBL Business Leader*. By receiving these publications, they stay informed about all of the benefits and opportunities that FBLA-PBL provides.

To give someone who has helped your chapter a gift membership, simply fill out the Professional Division Application form on the previous page, and enclose either the annual (\$23) or the lifetime (\$350) fee. Use the certificate below to present your Professional Division Gift Membership at a meeting or an official ceremony such as the officer installation and new member induction ceremony that is described in the *Local Chapter Organization* section.



FBLA·ΦΒΛ

Future Business Leaders of America— Phi Beta Lambda, Inc.

In recognition of your continued support, we proudly present you

with a “gift” membership

in the Professional Division of FBLA-PBL.

Thank you for your dedication!

Adviser

Date

President



Sample Member Recruiting Letter

August 2007

Dear _____:

It is my pleasure to invite you to join Future Business Leaders of America-Phi Beta Lambda. FBLA-PBL is a national association of more than 250,000 students interested in becoming more successful in the business world.

Membership in FBLA-PBL helps you learn about business and gives you the opportunity to see the “real world” through interaction with business leaders from across the country! You will discover the secret of being able to talk confidently with prospective employers, and you will experience the chance to test your business skills in state and national competitions.

Membership will provide you with:

- Career preparation opportunities
- Leadership development and achievement
- Outstanding leadership conferences
- Challenging competitions
- Community service experience
- Friendship and fun
- Informative publications
- Scholarships and prizes
- Internships

Meet and make friends with members of your own school and other schools across the country! Join in the fun and participate in local activities like pizza parties, business tours, and social activities.

Interested in joining? Fill out the attached local chapter membership application form and return it to _____, FBLA-PBL adviser in Room _____. Don't miss out on the fun!

Sincerely,



FBLA–PBL Local Membership Application Form

Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL) is the oldest and largest national organization for students preparing for careers in business leadership. FBLA-PBL prepares students for “real world” professional experiences. Members gain the competitive edge for college and career successes. More than a quarter of a million students in 6,000 schools participate in this organization.

FBLA-PBL will provide you with:

- Travel Opportunities
- Challenging Competitions
- Scholarships and Prizes
- Leadership Development
- Community Service Experience
- Friendship and Fun

FBLA-PBL takes you to major cities throughout the United States such as Orlando, FL; Nashville, TN; and Dallas, TX. You will get to know people in your state and across the nation at state and nationally sponsored events.

Members have the opportunity to compete for awards and recognition on the local, state, and national levels in more than 40 different event categories including Web page design, marketing, business plan, public speaking, job interview and much, much more!

Become a leader in your school, state, or country when you become an officer. Win money! Travel! Learn to lead! Develop friendships! Earn recognition! All of these adventures and more await you when you become a member of FBLA-PBL.

To become a local member, please fill out and return the form below.

PBL Member Sign Up Worksheet

Please return to the attention of your local chapter adviser:

Yes, I want to join FBLA-PBL.

First Name: _____ Last Name: _____

Grade: Freshman Soph Jr Sr Gender: Male Female

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____ Birthday: _____

I was recruited by _____

(Chapter Officer/Adviser Use Only)

This member has paid dues:

This member has been entered online: