Celebrating FBLA-PBL Week 2020

A WORLD OF OPPORTUNITY

All the resources you need to celebrate FBLA-PBL week with your PBL chapter!
Welcome to FBLA-PBL week!

First things first, what is FBLA-PBL Week?

FBLA-PBL sets aside the second full week of February each year as National FBLA-PBL Week. Chapters are encouraged to use this time to publicize activities and successes, boost their membership, and gear up for their spring activities.

Many chapters plan special activities for each day of the week. These include everything from FBLA-PBL Professional Attire Day to Community Service outings.

As FBLA-PBL Week coincides each year with National Career and Technical Education Month, this is an excellent time to inform the public about the purpose of school-to-work activities and programs through exhibit booths, visits to legislators, tours of businesses and education departments, and word of mouth.

What’s new this year:

This year, we are encouraging all members and supporters to donate to the National Uniform Challenge. The National Uniform Challenge seeks to provide a full uniform to one member in need per division, ML to PBL, from each state. View more information and support this cause: fbla.org/donate
So, How Does my Chapter Celebrate?

Here is a breakdown of FBLA-PBL Week:

**Sunday — Share Your Story Day:** Share your FBLA-PBL story on social media. Share why you joined, your favorite FBLA-PBL memory, or what FBLA-PBL has done for you. Tag your story on Facebook, Twitter, or Instagram with #FBLAPBLWeek.

**Monday — National President’s Forum:** Make an announcement in your classes about FBLA-PBL Week and the importance of joining student organizations. Talk to teachers/professors and gain their support! Don’t forget to tune into the FBLA-PBL Week Open Forum led by our two student division presidents at 4:00 pm EST.

**Tuesday—Each One Reach One Day:** Tuesday is all about reaching members and recruiting! Have your leadership board make goodie bags for your members, or just let your members know that you care. Encourage members to bring a friend to your next general body meeting — February is an important month for PBL deadlines!

**Wednesday — Adviser Appreciation Day and Professional Attire Day:** Let your professor or adviser know that you appreciate all their work! Buy them a cup of coffee, take them out to lunch, or make them a special care package. Encourage your members to make a statement on campus by wearing professional dress for today!

**Thursday — Career Awareness Day:** Invite an alumni or professional division member to speak in business classes or at a meeting, tour a business, or plan a job shadowing day for local chapter members. Thursday is a great day to introduce the PBL Career Connections Conference to your members. See who’s interested, and set a plan to start fundraising!

**Friday—FBLA-PBL Spirit Day & Give Day:** Now that all of your members are wearing FBLA-PBL colors or chapter shirts, plan a social. Meet for a group dinner, host a bowling tournament, or sip some lattes at a coffee shop. Consider donating to the National Uniform Challenge.

**Saturday—Community Service Day:** Plan an amazing service project for your chapter. Partner with a local volunteer center or another FBLA-PBL chapter and make your community a better place or plan a project for our national service partner, the March of Dimes. Make sure to complete the fundraising form.
What Resources are Available?

Check out these links for resources to help your chapter celebrate:

**Share Your Story Day:** Check out some FBLA-PBL logo assets to edit an awesome photo!
- FBLA-PBL Logos
- Download the ‘World of Opportunity’ logo package

**Each One Reach One day:** Here are some recruitment resources available for your chapter:
- PBL Fact Sheet
- NLC & IFL Fact Sheets
- Spring Recruit PowerPoint for local officers

**Career Awareness Day:** Here are some online resources to reach out to business professionals:
- Visit our LinkedIn group of alumni
- Visit our FBLA-PBL National Professional Division LinkedIn group to access over 1,000 professionals.

**FBLA-PBL Spirit Day & Give Day:** Support the organization and show your pride!
- Support the National Uniform Challenge
- Get all your FBLA-PBL merchandise [here](#)

**Community Service Day:** Consider supporting our national partner by visiting the link below for volunteer opportunities by zip code:
- March of Dimes Volunteer Opportunities

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FUTURE BUSINESS LEADERS OF AMERICA-ΦΙΒ ΕΠΙΤΑ ΛΑΜΒΝΑ | 2019–20
The National Uniform Challenge

This year, we’re asking for your support on FBLA-PBL Spirit Day:

Through the National Uniform Challenge, FBLA-PBL aims to provide one complete uniform for three members in each state representing our three student divisions: FBLA-Middle Level, FBLA-High School, and PBL-Collegiate. That’s 150 uniforms for FBLA-PBL members in good standing who cannot afford a uniform due to their financial circumstances.

With your support, you and your chapter can help members in need take full advantage of FBLA-PBL. Throughout FBLA-PBL week, check in to fbla.org/donate to see our progress to $45,000. Consider hosting a chapter activity to raise funds and awareness, or ask community partners to help support this program!

Be sure to check our ‘thermometer’ tracker on our website to see how much progress we can make through FBLA-PBL week!
Here are some ways to get started for an awesome FBLA-PBL Week:

Make your presence known:
Have a media plan in place as soon as possible—the earlier the better! Call your local media to find out who your contact is. Send a press release about FBLA-PBL Week to the local newspapers, radio stations, and television stations. A sample press release can be found here.

You can also ask your local officials to issue a proclamation for FBLA-PBL Week! Download a sample proclamation to share here.

Get planning:
Have your local officers develop a plan of activities for FBLA-PBL Week—it doesn’t need to perfect. It’s better to get started and have something than nothing!

Stay up to date
Keep an eye out for our social media channels, and especially your e-mails! We will be in touch throughout the week with new resources, information, and some special national FBLA-PBL Week resources! Give us a follow on twitter @PBL_National for exclusive updates.

Need help planning? Get in touch!
Your national officer team is here to help! Contact us with any questions, or if you need any help getting started with your FBLA-PBL week activities.