



**2021**

# **National Uniform Challenge Toolkit**

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# Introduction

The National Uniform Challenge was created with the goal of providing members in need with funds to purchase business attire. The Uniform Challenge is open to all to three divisions of our organization: FBLA-Middle Level, FBLA-High School, and PBL-Collegiate.

In this packet, you will find valuable tips and guidelines for all your National Uniform Challenge fundraising needs.

Thank you for supporting the National Uniform Challenge!

## Fun Fact

The FBLA-PBL National Uniform Challenge was first unveiled in January 2020!



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# Fundraising Ideas

# Venmo Bingo Card

You can use the sample bingo card (page 7) or create your own!

Please note: the name is "Venmo Bingo Card" but you can use any mobile payment app i.e. Cash App, Paypal, etc.

## **Directions:**

Post the bingo card image on your Instagram Story or any other social media platform and encourage friends, family and fellow PBL members to donate! This can be done on your PBL chapter Instagram account or a personal account to benefit your chapter.

There is not a max limit on the amount of bingo cards you can complete or the dollar amount you can accept through the use of this bingo card but we recommend using small increments to encourage as many people as possible to donate!



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# Sample Bingo Card

  
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\$6	\$3	\$4
\$3	\$5	\$2
\$5	\$4	\$2
\$2	\$3	\$6

**SEND ALL DONATIONS TO:**

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\*Graphic created using Canva

# Restaurant Fundraiser

## What is it?

The restaurant fundraiser is a way to raise funds with the help of a restaurant. A lot of restaurants will partner with school clubs, coordinate a date and time and give a percentage of the profits to the school club.

## Directions:

Reach out to a restaurant by phone or email (use email template on page 8 for reference) and ask them if they would be willing to partner with your PBL chapter to support the National Uniform Challenge.

Please note that not all restaurants do this. Also, some restaurants will only give you a percentage of the profits if you generate a certain amount. Please make sure you are aware of all the restaurants guideline before scheduling your fundraiser.

Here's a link to a list of restaurants:

[https://linktr.ee/FBLA\\_PBL\\_Fundraising](https://linktr.ee/FBLA_PBL_Fundraising)

# Email Template

Hello [business' name]

My name is \_\_\_\_\_ and I am a member of Future Business Leaders of America-Phi Beta Lambda, the largest career student business organization in the world. We, as an organization, are currently working to raise funds for one of our National programs - "The National Uniform Challenge." FBLA-PBL's goal, through the National Uniform Challenge, is to generate funds through a variety of fundraising efforts and ultimately disperse those funds out to FBLA-PBL students for them to use to buy a uniform and/or business attire. Our PBL chapter is interested in partnering with your business to help us and you make a profit. Please contact me back if this is something you would be interested in partnering with us for!

Best regards,

[Name]

# Sample Flyer

**COME SUPPORT FBLA-PBL  
AND EAT AT  
THE BURGER PLACE!**

**DATE: JANUARY 10**

**TIME: 8PM EST**

**ADDRESS: 1234 FBLA-PBL WAY, RESTON,  
VA, 20191**



**A PERCENTAGE OF THE PROCEEDS FROM  
YOUR ORDER WILL SUPPORT FBLA-PBL'S  
NATIONAL UNIFORM CHALLENGE**

**DON'T FORGET TO TELL YOUR SERVER  
YOU'RE SUPPORTING FBLA-PBL!**

\*Graphic created using Canva



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# Virtual Walk/Run

## What is it?

The virtual walk/run fundraiser is a way to raise funds for the National Uniform Challenge while also encouraging physical activity! When someone donates money to support the National Uniform Challenge, they will also pledge in the note of the donation to walk/run a certain amount of miles (left to the discretion of the donator).

Example: someone can donate \$15 and pledge to walk 1 mile.

## Directions:

Step 1: Create a fundraising platform for donators to easily access. For example: a GoFundMe page.

Step 2: Copy the link to the fundraiser and paste the link on your social media.

Step 3: Advertise the fundraiser to your friends, family and PBL members and encourage them to donate and pledge to walk/run!

# FBLA-PBL Week

The third week of February is FBLA-PBL Week. Chapters are encouraged to publicize their activities, boost their membership, and gear up for spring events. This is an excellent opportunity to inform the public about the purpose of school-to-work activities and programs. Here are some ways to advertise and support the National Uniform Challenge during FBLA-PBL Week:

## Professional Attire Day - Wednesday, February 17

Dress for Success in business attire and promote the National Uniform Challenge! Use the Uniform Challenge hashtag on social media!



# FBLA-PBL Week

## Give Day - February 19

We encourage our members and advisors to use this day to donate \$5 to the National Uniform Challenge and encourage others in their network as well!



# Fun Fact

During the 2020 National Uniform Challenge campaign, FBLA-PBL raised more than \$7,500!



16 FBLA-PBL students received funds to purchase a uniform!



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