

Tools to Maximize FBLA-PBL Week

Activities and samples that your chapter can use to promote during FBLA-PBL Week and throughout the year.

Create a Timeline

Make a calendar showing every step and deadline toward achieving your proclamation, media, school, and community goals for FBLA-PBL Week. When you are done be sure to send an article and pictures to the FBLA-PBL National Center about how you celebrated FBLA-PBL Week. Articles may be posted online or published in *Tomorrow's Business Leader!*

Plan Your Media

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, including the local community access cable station. Send a follow-up reminder a few days before your event with a special page describing photo opportunities available during FBLA-PBL Week at your school.

Promote FBLA-PBL Week online. Blog, Tweet, or make Facebook posts before and during FBLA-PBL Week. Create and post a FBLA-PBL Week promotional video to YouTube, and be sure to snap photos throughout the week and post them on Facebook, Instagram, Pinterest, and Twitter, etc. Don't forget to tag the FBLA-PBL social media page!

In-school Promotion

Make sure FBLA-PBL Week appears on the school calendar, email update list, marquee boards, or any chapter or school social media outlets. Put up posters or banners around the school, in the student union, and throughout the library the Friday before FBLA-PBL Week announcing the week-long celebration. Be sure to include a list of events!

In the Community

Attend a local Chamber of Commerce, rotary, or other community business meeting to talk about FBLA-PBL Week and how they can get involved as sponsors, speakers, or sign up as Professional Members.

Public Service Announcement

Go to your local public access cable television station to find out how and when you can make a public service announcement about FBLA-PBL Week to run on local television stations. This is often a free service. Write a 30-second script featuring key members of the organization and stating the FBLA-PBL mission.



Get an FBLA-PBL Week Proclamation

You will need to research the process for requesting a proclamation in your area. Look on your local or state government's website for contact information and procedures. If you can't find anything, look for a general phone number to call. Depending on the volume of requests their office receives, you may need to submit your request several days in advance.

Once you have a contact, send them a copy of your proclamation sample text and they will let you know when you can pick it up.

Be sure to ask if a government official will be there to present it to you, and if so, be sure to bring a camera! If you are planning to receive your proclamation in conjunction with an event, send a press release to your local media. Click [here](#) for an example of a state proclamation and [here](#) for an example of a county proclamation.

Plan Your Chapter Celebration

Starting at your next chapter meeting, plan how you can celebrate FBLA-PBL Week. Many chapters have a different event each day of the school week. Why not try a unique activity called "Find the Medallion?" Hide an FBLA-PBL medal or paperweight somewhere in the school and give clues over the announcements each day during FBLA-PBL Week. Award a prize to whoever finds it first!

Resources

- [FBLA Fact Sheet](#)
- [FBLA Recruitment Video](#)
- [FBLA-Middle Level Recruitment Video](#)
- [Logos and Images](#)
- [Second Semester Recruitment Ideas/Tips](#)
- [National Dress Code](#)
- [Sample Press Release](#)
- [Sample Proclamation](#)