

Quick Guide for a Great Chapter Visit

-Understand your purpose

As section and state officers, it is our privilege and responsibility to ensure that the needs of chapters be accommodated. This starts with developing stronger, more personal relationships with the chapters in the sections we represent, and demonstrating to them that we are genuinely here for their support in their journey to success in FBLA. A personal, meaningful visit to a chapter can demonstrate just that!

-Plan early

Be sure to arrange a specific date and time for the chapter you plan on visiting. Be sure to communicate clearly and often with your adviser to finalize travel arrangements, and assist you in making this chapter visit a successful one.

-Know your audience

Potential speaking topics for Chapter Visits include:

- Membership
- Fundraisers
- Competition
- March of Dimes or Community Service
- Business & Leadership
- FBLA Programs & Opportunities
- Installation Ceremony
- Greetings at an FBLA Banquet or Recognition Event

Be sure to tailor your presentation to the size of the chapter, the experience of the chapter, and the location of the chapter, just to name a few factors.

Ex. For a new, smaller Bay Section chapter, it might be appropriate to talk about fundraising and sponsorship opportunities with local startups, versus talking to a mid-size, experienced Central Section chapter, where another topic may be more relevant.

-Be proactive

-As section and state officers, it is imperative that we are proactive in developing strong, meaningful relationships with the chapters in the sections we represent.

-Use your section's liaison system to help determine which chapters may be more in need of a visit.

-Smaller, newer chapters in our sections may lack the resources, or the support to be successful in FBLA.

-A chapter visit can help provide the support and assistance necessary for smaller, newer chapters to be successful in FBLA.

Final Notes

By providing chapters a personal, meaningful visit, YOU, the section/state officer are elevating a chapter's involvement in FBLA, which leads to greater chapter retention, and greater member retention.

A good chapter visit includes, but is not limited to:

- Icebreakers
- An engaging presentation
- Activities
- Props

A good presentation includes, but is not limited to:

- Examples
- Anecdotes
- Templates
- Tangible Evidence

Chapter visits are imperative to maintaining good communication and good relationships with our chapters – the very foundations of our organization!