



**Future Business Leaders of America-Phi Beta Lambda**

 **LEADERS** FOR A **LIFETIME**

**FBLA Adviser Resource Guide**

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# FUTURE BUSINESS LEADERS OF AMERICA-PHI BETA LAMBDA



## ABOUT FBLA-PBL

Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL) is a nonprofit 501(c)(3) education association, preparing students for careers in business and business-related fields. The association has four divisions:

- Future Business Leaders of America (FBLA) for high school students
- FBLA-Middle Level (FBLA-ML) for junior high, middle, and intermediate school students
- Phi Beta Lambda (PBL) for postsecondary students
- Professional Division (PD) for working professionals and alumni

## NATIONAL AFFILIATIONS

U.S. Department of Education // Association for Career and Technical Education // National Association of Secondary School Principals // National Business Education Association // National Research Center for Career and Technical Education

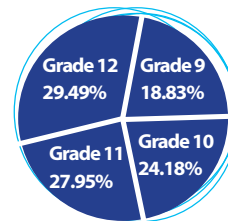
## Why should students join?

- Career preparation
- Scholarships
- Challenging competitions
- Trophies and cash awards
- Travel opportunities
- Friendship and fun
- Networking
- Electronic career portfolio
- Exclusive publications



## FBLA-PBL MEMBERSHIP STATS

235,111 members, 10,939 advisers, 6,462 chapters, in 47 states, and Brazil, Cayman Islands, China, DoDDS Europe, Haiti, Korea, Puerto Rico, and U.S. Virgin Islands



## FBLA CAREER CLUSTERS

- Agriculture, Food, & Natural Resources
- Arts, A/V Technology, & Communication
- Business Management & Administration
- Finance
- Health Science
- Hospitality & Tourism
- Human Services
- Information Technology
- Law, Public Safety, Corrections & Security
- Marketing

## FBLA NATIONAL PROGRAMS

### Business Achievement Awards

- Future
- Business
- Leader
- America

### Community Service Awards

### Competitive Events

60+ events spanning 10 career clusters

### Skills Certification Testing

250+ test certifications

### Stock Market Game

### Virtual Business Finance Challenge

## FBLA-PBL CONFERENCES

### National Leadership Conference (NLC)

Over 11,000 attendees

### National Fall Leadership Conferences (NFLC)

Over 5,000 attendees throughout 3 locations

### Institute for Leaders (IFL) at NLC

Over 600 attendees

### State Leadership Conference (SLC)

State-level, state-organized conferences. Attendance varies.

## JUST THE FACTS

FBLA members are

**40%**

more likely to start their own business after high school graduation.

and

**25%**

more likely to say they plan to attend a four year college or university.

and

**60%**

of students interested in business majors/careers say FBLA positively impacted their academic performance.

and

**99%**

of educators believe student organizations add value to a student's education.







# ADVISER'S ROLE

A successful FBLA chapter depends on the guidance and support of the local chapter adviser. You are instrumental in organizing and stimulating chapter development through your many roles and responsibilities.

## RESPONSIBILITIES

Familiarize yourself with the following base-level responsibilities.

- Gain your school administration's support.
- Know the national organization's history, bylaws, and programs. (Refer to the *Chapter Management Handbook*.)
- Direct, chaperone, and coordinate supervision of chapter activities.
- Organize officer elections and provide officer training.
- Encourage civic responsibility.
- Maintain chapter records.
- Establish guidelines to help students lead themselves, while remaining consistent with school policies and state and national bylaws.
- Conduct regular chapter meetings consistent with professional standards.
- Help members develop a program of work, including a budget, calendar, and committee assignments.
- Help members plan, collect, prepare, and arrange chapter activity promotional materials.
- Inform administration, faculty, students, and the public of chapter activities and student achievements.
- Know district/regional, state, and national competitive event guidelines and activities; coordinate participation on all levels.
- Oversee financial development projects and maintain detailed chapter-fund records.

## YOUR MANY ROLES

As an adviser, you will wear the following hats and more:



## LEADER

A successful adviser empowers student leaders to develop chapters through a solid program of work, which has measurable outcomes and involves every member.

## MARKETING

You are the voice and advocate of FBLA—speak up! Identify your target audiences and develop a marketing plan to heighten your chapter's visibility and create new recruitment opportunities. This can include traditional media such as posters, flyers, press releases, and radio spots, as well as social media, business partnerships, and community service and events.

## NETWORKING

Networking is a huge part of business. It is also pivotal to promoting your chapter and creating professional

development opportunities for students. Invite local business leaders to speak at chapter meetings, partner with local businesses to prepare for competitive events, and encourage members to flex their own networking muscles through informational interviews, volunteer work, or by attending a conference.

## FUNDRAISING

Successful chapters are successful fundraisers. And fundraising presents numerous teachable moments in finance, sales, and development. Explore your possibilities in the "Membership Benefits" section of [fbla-pbl.org](http://fbla-pbl.org) and integrate them into your curriculum.

## COACHING

Preparing students for competitive events has long-term payoffs, expanding their business skills and

broadening their networks. Review event guidelines in the *Chapter Management Handbook* and on [fbla-pbl.org](http://fbla-pbl.org). Integrate standards into your class work to prepare your students today!

## TRAVELING

Plan today for FBLA trips tomorrow. Your pre-trip checklist should include the following: communicate with parents and administration, and provide written information about the conference, location, agenda, and standards of conduct. Include your personal and hotel contact information.

At conferences, remind students of the conference agenda and standards of conduct. Collect each student's contact information and ensure he/she can reach you at all times.





# BUILDING A CHAPTER

People are the most important resource of any business or organization. The more dependable and enthusiastic they are about your mission, the better! Build strong chapters by actively recruiting new members and retaining current members.

## HOW DO I RECRUIT NEW MEMBERS AND KEEP THEM COMING BACK?

Visibility, incentives, and engaging members are key. Involve your officers in the recruitment process and ask them to speak to students in other classes using these tips:

- Remember ABC—Ask, Bring, Close.
- Speak from the heart; tell

prospective members why you joined FBLA.

- Invite prospects to a chapter meeting.
- Be direct—“Will you join FBLA?”

## RECRUITMENT WEEK

Hold a recruitment week. Deck school halls with locker signs with catchy slogans (i.e., “Be a STAR in FBLA,” complete with attached Starburst candies), deliver PA announcements, share social media updates, hold a meet-and-greet recruitment booth, and top off with an ice cream party.

## FOOD

Entice attendance to after-school infor-

mational meetings with food! Conduct business and end the meeting with a pizza party, “Build Your Own Banana Split Party,” etc.

## CANDY INVITATIONS

Hand out candy bars with catchy invitations attached to potential recruits (i.e., attach “Join FBLA-PBL to increase your PAYDAY!” to a Payday bar).

## RECRUITMENT KICKOFF PARTY

Offer recruits something everyone enjoys—pizza! Host an informational kickoff party open to anyone. Allow students to mingle before giving a quick FBLA benefits overview.



**DRAWINGS**

Hold prize drawings at meetings. Students can win only after they pay dues.

**EMBLEM CEREMONY**

Plan an Emblem Ceremony for the chapter, officers, and members. Invite parents, administrators, and a state or national officer. Present new members with official membership cards.

**EMAIL BLASTS**

Send email blasts to students in business classes, encouraging them to join FBLA. Highlight activities and conferences.

**BRING A FRIEND**

Encourage members to bring non-members to a meeting.

**ADVERTISE**

Take advantage of free advertising. Write newspaper articles, create bulletin boards, post flyers and blogs, or record a video; then share your news on social media. Have fun and be creative with themes (i.e., design footprint cutouts with FBLA meeting information titled "The Next Step toward Your Future").

**CHAPTER T-SHIRTS**

Design chapter T-shirts for members to wear on meeting days.

**IT'S FUN TO BE IN FBLA**

Try a creative marketing strategy. Write an FBLA recruitment speech to the tune of a famous song like "YMCA". Record officers singing, then play during class or post to social media networks. For even more fun, create a chapter recruitment video.

**FBLA PLEDGE**  
I solemnly promise to uphold the aims and responsibilities of Future Business Leaders of America and, as an active member, I shall strive to develop the qualities necessary in becoming a responsible business leader.



## RESOURCES

As an FBLA adviser, you have access to materials, events, and activities to supplement and integrate into your coursework. Check out the quick resources in the preceding pages and refer to the following for additional information.

### ADVISER EBLAST

Sent by email the 20th of every month to communicate important reminders about upcoming events and deadlines.



### ADVISERS' HOTLINE

Published three times a year, this digital publication includes the latest news, updates, and tips within the FBLA adviser community.



### CHAPTER MANAGEMENT HANDBOOK

From programs, to fundraising, to competitive events, the



*Chapter Management Handbook* is your comprehensive guide to each aspect of chapter management.

### FBLA-PBL NATIONAL CENTER

The FBLA-PBL National Center is open 8 a.m. to 5 p.m. Monday through Friday. Contact a staff member with your FBLA-PBL related questions. (See page 2 for contact information.)



### FBLA-PBL SOCIAL MEDIA

Like us on Facebook, or follow us on Twitter, Pinterest, YouTube for additional news and updates.



### FBLA-PBL WEBSITE

Fbla-pbl.org is the most readily available resource for all things FBLA-PBL, including an exclusive section for advisers.



## BUILDING A CHAPTER

Building a chapter is easy! View the six-step guide below.

1

**Review** the *Chapter Management Handbook*. This book contains everything you need to run an efficient and successful chapter.

2

**Meet** with your school's principal and guidance counselor to find out your school's travel and conference policies. Highlight the academic rigor and relevance of FBLA and how exciting the program is for students.

3

**Elect** student officers. Create three or four different project committees for students to join. Appoint committee chairs. (The chapter vice president usually serves as an ex-officio member across committees.)

4

**Schedule** monthly meetings and help officers plan a meeting agenda. Remember: food helps!

5

**Collect** dues before and after each meeting. State and national dues must be paid. Dues may be submitted at any time. The national dues deadline is March 1.

6

**Integrate** FBLA into your classroom. Use this co-curricular tool to share information and opportunities in class. FBLA competitive events and national programs align with both the career clusters and the National Business Education Association (NBEA) standards.



## CHAPTER COMPONENTS

Hit the ground running by reviewing the following resources and chapter components.

### NATIONAL WEBSITE

Visit [fbla-pbl.org](http://fbla-pbl.org) to renew your membership, register for FBLA national conferences, browse the adviser area, register members for the Business Achievement Awards, complete interactive Membership Madness and Membership Mania forms, and access FBLA's social media sites.

### PROGRAM OF WORK

This written action plan consists of annual chapter activities, goals, and objectives, as determined by chapter officers. (See the Program of Work worksheet on page 11.)

### OFFICERS

Local chapters and advisers determine the number of elected officers for their chapter. Most chapters elect a president, vice president, secretary, and treasurer. Other officers could include a reporter, historian, or parliamentarian. Roles may extend to class representatives, who report upcoming activities to their respective classes. Officer responsibilities are defined in the *Chapter Management Handbook*.

### MEETINGS

Meetings are a forum to brainstorm, make decisions, and plan events. Regular, well-planned meetings help maintain member interest, participation, and promote the general welfare of FBLA. It is important to maintain a balance between business and social activities.



## SAMPLE MEETING AGENDA

Chapter name

Agenda

Date of meeting, Year

### Welcome

- President

### Icebreaker

- Vice president

### Membership Benefits

- Officers
  - Start your career
  - Meet new people
  - Travel
  - Compete
  - Create life-long Connections

### Guest Speaker

- State officer

### Chapter Activities

- Reporter

### Question and Answer

- President

### Membership Sign Up

- Secretary

### Dues Collection

- Treasurer

### Drawings for prizes

### Pizza Party

### Adjournment

- President

# FBLA-PBL ACTIVITIES AT-A-GLANCE

Use the following calendar as a guide. Make changes or additions as necessary.

J  
U  
L  
Y

- Plan officer training
- Prepare program of work
- Plan pool party/cookout for officers

A  
U  
G

- Place membership recruitment posters and flyers around school; post and share about FBLA on social media
- Meet with local officers to prepare a recruitment drive

S  
E  
P  
T

- Plan membership recruitment drive
- Participate in Super Sweeps
- Develop member committees
- Hold chapter meeting and committee sign ups
- Submit dues to national office

O  
C  
T

- **Membership deadline:** October 20
- Plan Emblem and Induction ceremonies for new members
- Hold chapter meeting
- Promote competitive events and have students begin preparing/studying

N  
O  
V

- Hold chapter meeting
- Promote American Enterprise Day
- Promote Prematurity Awareness Day
- Participate in a local competition
- Attend a National Fall Leadership Conference (NFLC)

D  
E  
C

- Organize a community service project
- Plan a social for your chapter members
- Hold chapter meeting
- Promote the Business Achievement Awards (BAA)

J  
A  
N

- Sponsor 2nd semester recruitment drive
- Hold chapter meeting
- Participate in district/regional competition

F  
E  
B

- Celebrate Career and Technical Education (CTE) Month
- Celebrate FBLA-PBL Week
- Plan a job shadowing experience for members
- Hold chapter meeting

M  
A  
R  
C  
H

- **Membership deadline:** March 1
- Plan chapter trip and business tours
- Hold chapter meeting
- Attend state spring conference

A  
P  
R  
I  
L

- **Membership Madness and Mania deadlines:** April 1
- Hold chapter meeting
- Attend State Leadership Conference (SLC)

M  
A  
Y

- Plan end-of-the-year banquet
- Complete electronic scrapbook
- Elect new officers
- Sponsor pizza/bowling night

J  
U  
N  
E

- Attend FBLA National Leadership Conference (NLC)



# PROGRAM OF WORK(SHEET)

Expand the "At-A-Glance" ideas to plan your FBLA year with your officers. Make sure everyone is involved and check in with your officers monthly.

**BRIEFLY DESCRIBE YOUR MAJOR PROJECT:**

MONTH	ACTIVITIES	OFFICER(S) RESPONSIBLE	COMMENTS
August / September			
October			
November			
December			
January			
February			
March			
April			
May			
June/July			



# NATIONAL PROGRAMS

National programs are a great way to get members excited about business. From competitions to community service, FBLA has something for everyone! Encourage students to take part in FBLA's unique chapter projects, leadership programs, fundraising initiatives, community service events, skills-building curricula, and over sixty competitive events. Active participation builds strong chapters.

## HOW CAN I GET MEMBERS INVOLVED?

Check out the program overviews in the following pages, then visit [fbla-pbl.org](http://fbla-pbl.org) under "Membership Benefits" to get started.

## HOW ARE PROGRAMS ORGANIZED?

Programs are organized by areas of career interest in Career Clusters "By Program" on page 14. This will give you and your students an idea of what programs best suit their professional development and success as future business leaders.

## WHAT ABOUT COMPETITIVE EVENTS?

Competitive events are also divided into career clusters. Preview the Career Clusters "By Competitive Event" on page 14 to begin preparing your students, today. Students can compete on local, regional, state, and national levels, with the opportunity to win

awards and cash for college at the NLC.

## HOW DO I FIND COMMUNITY SERVICE PROJECTS?

Your local community is brimming with opportunities. Visit your local city hall and inquire about community needs. Or, get involved with FBLA-PBL's nationwide partnership with the March of Dimes.

## WHAT ABOUT FUNDRAISERS?

Get started with the ideas on page 17, then visit [fbla-pbl.org](http://fbla-pbl.org) to find a comprehensive list of national fundraisers under "Membership Benefits," or check out the fundraising section of your *Chapter Management Handbook*.



# FBLA-PBL COMPETITIVE EVENTS & CONFERENCE CHECKLIST

Use this checklist to gain the competitive edge at conferences and competitive events.

## CREATE AN ITINERARY

Congratulations! You have state competition winners who qualified for the NLC. Start an itinerary: Check flights, draft schedules, research tours, and create a sample budget. Ask students what they would like to do at the conference and meet with your administration to review your itinerary and inquire about fundraising.

## FUNDRAISE

You've calculated trip expenses and your school's contribution; now you know how much money to raise. To get started, check out the numerous fundraising options at [fbla-pbl.org](http://fbla-pbl.org) under "Membership Benefits."

## PREPARE STUDENTS

View the [Competitive Events Online Reference Guide](#) for event guidelines, rating sheets, performance indicators, sample questions and case studies, and past performance videos. Create handouts with competitive events tips and/or consider purchasing a study guide from the [MarketPlace](#).

## CHECK THE PROGRAM

You made it to the conference. After hotel check in, pick up a conference program and review dates, times, and locations. Create a schedule for your members and/or hold a short meeting to review competitive events, workshops, presentations, open events, and exhibits.

## ESCORT COMPETITORS

Make sure your members know where they need to be at all times. Support and encourage them by escorting them to competitions. And, of course, take lots of pictures—a great resource that shows school administration and financial supporters the tangible impact of their support.

### WHY COMPETE?

- Demonstrate career competencies, business knowledge, and job-related skills
- Expand leadership skills
- Demonstrate competitive spirit
- Receive achievement recognition
- Win scholarship money
- Travel and networking opportunities
- School recognition



# FBLA-PBL CAREER CLUSTERS

## BY PROGRAM

### ARTS, COMMUNICATION, & INFORMATION SYSTEMS

#### Arts, A/V Technology, & Communication

- FBLA Advisers' Hotline
- Tomorrow's Business Leader

#### Information Technology

- Brainbench certifications
- Certipoint
- Certified Web Professional (CIW)

### BUSINESS MANAGEMENT & MARKETING

#### Business Management & Administration

- AMA Operation Enterprise
- American Enterprise Day
- BAA: Future & Business levels
- Camp Inc.
- Job Shadow Day
- National Fall Leadership Conferences (3)
- National Office Program
- National Teen Leadership Program
- New Worlds Emerge at Worldstrides
- NFIB Entrepreneur-in-the-classroom curriculum
- People to People

#### Marketing

- BAA: America level
- CTE Month
- FBLA Super Sweeps
- School Store Manual

#### Finance

- AICPA accounting curriculum
- America Saves
- Economics for Leaders
- Griffith Insurance Education Foundation
- H&R Block
- LifeSmarts
- Stock Market Game
- Virtual Business Finance Challenge
- VISA Practical Money Skills
- The Wall Street Experience

#### Hospitality & Tourism

- Junior Tours

### HUMAN SERVICES & RESOURCES

#### Human Services

- Community Service Awards (CSA)
- FBLA-PBL Community Service Day

- March for Babies
- March of Dimes Grants
- March of Dimes Prematurity Awareness Day and Month
- National Organization for Youth Safety (NOYS)
- President's Volunteer Service Awards
- Service Learning Curriculum

#### Law, Public Safety, Corrections, & Security

- FBLA-PBL Week: Government Awareness

## BY COMPETITIVE EVENT

### AGRICULTURAL SYSTEMS

#### Agriculture, Food, & Natural Resources

- Agribusiness

### ARTS, COMMUNICATION, & INFORMATION SYSTEMS

#### Arts, A/V Technology, & Communication

- Public Service Announcement
- Digital Design & Promotion
- Digital Video Production

#### Information Technology

- Computer Applications
- Computer Game & Simulation Programming
- Computer Problem Solving
- Cyber Security
- Database Design & Applications
- Desktop Applications Programming
- Desktop Publishing
- Help Desk
- Introduction to Information Technology
- Management Information Systems
- Mobile Application Development
- Network Design
- Networking Concepts
- Spreadsheet Applications
- Website Design
- Word Processing

### BUSINESS MANAGEMENT & MARKETING

#### Business Management & Administration

- American Enterprise Project
- Business Communication
- Business Ethics
- Business Plan
- Business Procedures
- Electronic Career Portfolio

- Emerging Business Issues
- Entrepreneurship
- Future Business Leader
- Global Business
- Introduction to Business
- Introduction to Business Communication
- Introduction to Parliamentary Procedures
- Job Interview
- LifeSmarts
- Local Chapter Annual Business Report
- Management Decision Making

- Parliamentary Procedure
- Partnership with Business Project
- Sports & Entertainment Management
- Virtual Business Management Challenge

#### Finance

- Accounting I
- Accounting II
- Banking & Financial Systems
- Business Calculations
- Business Financial Plan
- Business Math
- Economics
- Insurance & Risk Management
- Personal Finance

#### Marketing, Hospitality, & Tourism

- Business Presentation
- Client Service
- E-Business
- Hospitality Management
- Impromptu Speaking
- Marketing
- Public Speaking I
- Public Speaking II

### HUMAN SERVICES & RESOURCES

#### Health Science

- Health Care Administration

#### Human Services

- Community Service Project

#### Law, Public Safety, Corrections, & Security

- Business Law

### OTHER

- FBLA Principles & Procedures



# BUSINESS ACHIEVEMENT AWARDS (BAA)

## WHAT ARE THE BUSINESS ACHIEVEMENT AWARDS?

BAA focuses on the words on the FBLA crest: Service, Education, and Progress. A heavy emphasis on education with integrated classroom projects is reflected in the program's four tiers: Future, Business, Leader, and America.

## WHY SHOULD MEMBERS PARTICIPATE?

- BAA is a great way to learn new skills and increase community involvement.
- No paperwork! Everything is based online.
- Looks great on a resume.

## MEMBER PASSWORDS

You can find member passwords by logging into BAA in the advisers area. Click "Review entries."

## HOW DO I SUBMIT A MEMBER ENTRY?

1. Click the name of the award level.
2. Select member to submit.
3. Click "Submit."
4. If there is no submit button, the entry has not been completed. Entries are not complete unless an adviser submits the members' entries.
5. Once an entry is submitted, advisers may print a certificate of recognition for the student.



## AWARDS

**Future** - Pin awarded at the Local Level

**Leader** - Pin awarded at the State Leadership Conference

**Business** - Pin awarded at the Local level

**America** - Pin awarded at the National Leadership Conference



Register students at [fbla-pbl.org/BAA3](https://fbla-pbl.org/BAA3)



Access documents and check student progress through the [fbla-pbl.org/BAA3](https://fbla-pbl.org/BAA3) Adviser Login

# COMMUNITY SERVICE

FBLA-PBL develops not only strong business leaders, but also community leaders. Community service is a great way to broaden your chapter's vision and exercise their creativity for a good cause. Check out FBLA-PBL's March of Dimes national service project to get started.

## MARCH OF DIMES

For nearly forty years, FBLA-PBL has united with the March of Dimes and consistently ranked as a top fundraising partner, raising \$15 million. The March of Dimes is only as successful as its volunteers. Join today to fight premature birth.

## PREMATURITY AWARENESS DAY AND MONTH

November is Prematurity Awareness Month and November 17 is Prematurity Awareness Day. This is the perfect time to educate classmates and community members about premature birth. Visit [marchofdimes.com/youth](http://marchofdimes.com/youth)

for more information and ideas to spread awareness.

## MARCH OF DIMES

March of Dimes March for Babies supports research and programs to help premature infants in your community. FBLA-PBL is a March for Babies partner, so put on your shoes and walk for the cause. Check out the cause on [fbla-pbl.org](http://fbla-pbl.org), then register a team through the March of Dimes.

## MARCH OF DIMES GRANTS

As an incentive, the March of Dimes provides national awards to FBLA-PBL chapters



and states that raise the most money. In addition, the March of Dimes provides grants to award members and chapters for their support and to identify and support innovative ideas and projects that enhance the growth, recognition, and support of the FBLA and March of Dimes partnership. Local and state chapters that participate are eligible to submit grant requests. Local chapters may receive grants up to \$10,000. State chapters may apply for grants up to \$2,500. For more information, visit [fbla-pbl.org](http://fbla-pbl.org) and click "Community Service" on the left menu.



# FUNDRAISING

FBLA-PBL partners with a number of national sponsors to provide students with fun and hassle-free fundraising options. Check out a list of current fundraisers at [fbla-pbl.org](http://fbla-pbl.org) under "Membership Benefits."

## HOW DO I GET STARTED?

- **Establish a fundraising committee** and appoint a chairman.
- **Meet with administration** to discuss procedures, a fundraising calendar, financial requirements, and to complete forms and secure project approvals.
- **Set a budget** divided into estimated receipts and expenses.
- **Set fundraiser dates** that are not in conflict with other community or school fundraisers. Clear the dates with your school.
- **Publicize your fundraiser** by posting flyers throughout the school and community, and promoting it on social or local media outlets.
- **Prepare a list of participants.** Incentivize students by setting up accounts where a percentage of profits go toward participants' travel expenses.
- **Turn in collected money** to the designated fund-collector on a pre-set schedule. Retain receipts for your records.

## FUNDRAISING IDEAS

Visit [fbla-pbl.org](http://fbla-pbl.org) for a complete list of current national fundraisers.



# FBLA-PBL PROGRAMS FROM A-TO-Z

Want to energize your chapter, but not sure where to start? Choose one of these suggestions from A to Z! Then visit [fbla-pbl.org](http://fbla-pbl.org) under "Membership Benefits" to get started.

**Hint:** *the Business Achievement Awards (BAA) described on page 15 is a great place to start.*

**A** **AMERICAN ENTERPRISE DAY**  
Salute and raise awareness about the free enterprise system on November 15.

**B** **IG 10**  
Make a name for your chapter in this paid-member, national ranking system. (Runs October 1 to April 1.)

**C** **OMMUNITY SERVICE**  
Join FBLA-PBL's national partnership with the March of Dimes. In nearly forty years we've raised more than \$15 million dollars.

**D** **ISTINGUISHED BUSINESS LEADER**  
Recognize your outstanding FBLA members by recommending them for this scholarship. **Deadline:** April 1.

**E** **NTREPRENEURSHIP WEEK**  
Honor entrepreneurship in your community in February.

**F** **BLA-PBL WEEK**  
Publicize your chapter, boost recruitment, and re-energize your members during this week-long event the second full week of February.

**G** **O GREEN/ECO PROJECT**  
Choose from a variety of earth-friendly activities to better your community. **Deadline:** May 15.

**H** **OTLINES**  
Get the latest news, updates, and tips with this adviser-exclusive publication.

**I** **NSSTITUTE FOR LEADERS**  
Hone your leadership skills at this two-day workshop, held in conjunction with the NLC.

**J** **OB SHADOW/GROUNDHOG DAY**  
Encourage members to join other chapters across the nation, shadowing businessmen and women in their fields of interest.

**K** **NOWLEDGE MATTERS**  
Participate in the Virtual Business Finance Challenge activity.

**L** **OCAL CHAPTER ASSISTANCE**  
Take advantage of FBLA-PBL's numerous resources, including the *Chapter Management Handbook*, posters, and [fbla-pbl.org](http://fbla-pbl.org).

**M** **EMBERSHIP RECOGNITION (BAA)**  
Accelerate your students' leadership skills through this aggressive, self-directed, results-based leadership program.

**N** **ATIONAL OFFICER PROGRAM**  
Encourage chapter members to become active leaders by running for one of nine student officer positions. **Application deadline:** May 15.

**O** **PEN EVENTS**  
Anyone can test their business knowledge in the NLC's online open events. (No prequalification necessary.)

**P** **RESIDENT'S ADDRESS TO THE NATION**  
Tune in to (or download) the FBLA National President's LIVE, quarterly address to membership!

**Q** **UESTIONS**  
We have answers! Contact a national staff member or officer.

**R** **ECRUITMENT**  
Participate in the Super Sweeps chapter recognition program designed to recruit and retain members.

**S** **OCIAL MEDIA**  
Connect with FBLA-PBL on Facebook, Twitter, LinkedIn, YouTube, Pinterest, the national blog, or [fbla-pbl.org](http://fbla-pbl.org).

**T** **HEME (MEMBERSHIP)**  
FBLA-PBL employs a new membership theme each year to energize members and refresh chapter advertising initiatives.

**U** **NIVERSITY SCHOLARSHIPS**  
Earn \$250 to full tuition through FBLA-PBL and partners. (View [fbla-pbl.org](http://fbla-pbl.org) under "Membership Benefits".)

**V** **IRTUAL BUSINESS CHALLENGE**  
Apply real-world management in an online simulated competition.

**W** **ALL OF FAME**  
The national center Adviser Wall of Fame is dedicated to recognizing advisers with twenty or more years of service. **Deadline:** May 1.

**X** **-CITEMENT FOR NATIONAL CONFERENCES**  
What's more invigorating than being among thousands of peers with state pride and professional drive?

**Y** **OUTH TRAVEL**  
Take advantage of the numerous educational travel opportunities FBLA-PBL provides through conferences and other national programs.

**Z** **INCH.COM**  
Provides fundraising opportunities and offers free webinars on college admissions.



# FBLA-PBL GLOSSARY

## **ADVISERS' HOTLINE**

A digital publication for FBLA-PBL advisers, published three times a year.

## **AMERICAN ENTERPRISE DAY**

November 15 is set aside to salute and teach others about the free enterprise system.

## **ASSOCIATION FOR CAREER AND TECHNICAL EDUCATION (ACTE)**

A national education association dedicated to the advancement of education that prepares youth and adults for careers.

## **BUSINESS ACHIEVEMENT AWARDS (BAA)**

A self-directed, results-based business and leadership program, designed to complement academics, while accelerating student leadership skills. There are four levels: Future, Business, Leader, and America.

## **COMMUNITY SERVICE**

Projects that facilitate community involvement and awareness.

## **CAREER AND TECHNICAL EDUCATION (CTE)**

An instructional program that offers youth and adults career preparation and educational opportunities.

## **CAREER AND TECHNICAL STUDENT ORGANIZATIONS (CTSO)**

Organizations primarily based in high schools and career technology centers. FBLA-PBL is one of 10 CTSOs recognized by Congress and the United States Department of Education.

## **CHAPTER MANAGEMENT HANDBOOK (CMH)**

A comprehensive guide that assists advisers with chapter management and operations.

## **CHAPTER ORGANIZATION PACKET (COP)**

A start-up packet designed to help stimulate activity within new and reactivated chapters.

## **ECO CHAPTER/GO GREEN PROJECT**

Chapter-directed, earth-friendly projects.

## **FBLA-PBL WEEK**

A week-long FBLA promotional and recruitment event held the second full week of February.

## **FUTURE BUSINESS LEADERS OF AMERICA-PHI BETA LAMBDA (FBLA-PBL)**

The oldest and largest business career student organization in the world.

## **INSTITUTE FOR LEADERS (IFL)**

Leadership track program held in conjunction with the National Leadership Conference.

## **NATIONAL CENTER**

The FBLA-PBL headquarters located in Reston, Virginia.

## **NATIONAL AWARDS PROGRAM (NAP) COMMITTEE**

The oversight committee to the competitive events program.

## **NATIONAL FALL LEADERSHIP CONFERENCE (NFLC)**

A two-day leadership and career-development conference held in three cities each fall.

## **NATIONAL OFFICER PROGRAM**

A nationwide, annual student election. There are eight elected positions and one appointed position (National Parliamentarian).

## **NATIONAL LEADERSHIP CONFERENCE (NLC)**

A four-day leadership and career-development conference held each summer. Students elect national officers, participate in workshops, and compete in academic events.

## **TOMORROW'S BUSINESS LEADER**

A quarterly, print and digital publication for FBLA members.



*FBΛ·ΦΒΛ*<sup>®</sup>

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