



RECRUITMENT

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WHY RECRUIT

The most important resource any organization has is its membership. The more dependable, enthusiastic members you attract—the more you can accomplish. Make your chapter stronger by keeping these points in mind.

❑ A large and diverse membership makes for rich brainstorming sessions, unique projects, and lightened individual workloads.

❑ Bigger is better—when it means that you have resources to dedicate to many worthy activities.

❑ FBLA-PBL's recognition and influence are assured when a larger portion of your student body and, by extension, your community is involved in your activities.

❑ Your members enhance the chapter as a whole—while the chapter enriches your members.

RECRUITING STUDENT MEMBERS

❑ Form a recruitment committee:

- Involve both returning and new members.
- Assign specific responsibilities and accountabilities.
- Ensure adequate resources (human, financial, time) are allocated.

❑ Set realistic goals:

- Set goals that are challenging, but not overwhelming.
- Make sure everyone involved is committed to the goals.

❑ Discuss and plan a winning strategy:

- Assess your membership. Know your membership base. Has it increased or decreased over time? Go over your past membership records. Chart your findings to better visualize your growth. Once you understand these findings, you can set more targeted, realistic membership goals.

- Start by making sure you know your market and your potential members.
- Focus a brainstorming session around the true benefits of being involved in PBL.
- Talk with other chapters to discover successful programs.
- Utilize the recruiting materials provided by the state office and national center.
- Identify incentives to motivate both current and prospective members.
- Involve everyone who can help (faculty, administration, parents, friends, state officers, and national officers).

❑ Develop detailed work plans to implement the techniques you select:

- Assign work to individual members and delegate.
- Develop a specific timeline.

❑ Implement your plans, then follow through:

- Evaluate your plan regularly to make sure it's working. Make adjustments as necessary.
- Remain open and flexible.

MEMBERSHIP BUILDING IDEAS

The members of PBL are the backbone of the organization. To maintain this membership and to continue to expand, the local chapter officers must take responsibility to recruit members. Getting members to join is an ongoing effort. Many chapters sponsor both first and second semester recruitment campaigns targeting the nonmembers in their school. Chapters that are successful in increasing membership numbers have found the key to growth is planning and implementing a variety of different chapter activities. These chapters realize that recruiting and signing up members is only the first step in the process. Officers and advisers can encourage full attendance at meetings by making sure that activities sponsored by the

chapter reflect the wishes of the group, not just those of the officers or the most vocal members. Officers need to realize that people's time is valuable, so make sure all activities have a purpose and an agenda, and then stick to them. Brainstorming sessions should be held regularly, and ideas that come out of them should be followed up. Here are some popular ways to recruit new members:

Recruitment Programs

❑ 100 Percent Classroom Participation: FBLA-PBL recognizes local PBL chapters who recruit 100 percent of a single course as chapter members. **REFERENCE: 100 Percent Classroom Participation Interactive Form in Adviser Area.**

❑ Membership Achievement Award: FBLA-PBL recognizes local PBL chapters who either maintain or increase local chapter membership over last year's total. **REFERENCE: Membership Achievement Award Interactive Form in Adviser Area.**

❑ **Membership Madness:** This program recognizes PBL members who extend the benefits of membership to their friends. Members who recruit at least five (5) new members receive a certificate of recognition and have their names listed on the national Web site. **REFERENCE: Membership Madness Interactive Award Form in Adviser Area.**

❑ **Membership Mania:** This program recognizes PBL members who extend the benefits of membership to their friends. Members who recruit at least ten (10) new members receive a certificate of recognition and have their names listed on the national Web site. **REFERENCE: Membership Mania Interactive Award Form in Adviser Area.**

Recruitment Booth

Find a place at your school with a great amount of foot traffic and set up a PBL recruitment booth in the area for a recruitment drive. This is an opportunity for you to meet and greet potential members. When preparing your booth, keep these points in mind:

- Attract them with giveaways (candy, food, brochures, raffles)
- Stand out (big signs, bright shirts, decorations)
- Creatively convey PBL activities (recruitment video, chapter scrapbooks, display awards)
- Be organized (have a sign-up sheet to collect contact information, membership applications, and a receipt book to begin collecting dues) **REFERENCE: Sample Membership Application RECRUIT-11.**
- Be a step ahead (use this booth as an opportunity to promote an upcoming event)
- Be welcoming (have many people at the table, smile as people walk by)

RECRUITMENT PUBLICITY

Get the word out about PBL! Speak about PBL to rotary clubs, the chamber of commerce, and other civic groups. Utilize the school intercom to remind members about upcoming events. Remember, people like visuals—design posters advertising meetings and projects; and create a chapter display case and keep it up-to-date with pictures,

Chapter Welcome Bash

Forget the welcome meeting and make it a welcome bash! People who join organizations get to partake in the benefits. There are many benefits to joining PBL, which includes having fun! Show them how fun this organization is and they will be more likely to stay a little bit longer to experience the benefits. Make your introduction of the organization entertaining and brief. Then implement a creative agenda full of icebreakers and networking opportunities. Welcome meetings are full of people who do not know anyone. If a potential member makes a friend, he/she will feel more comfortable and be willing to stay. If you have room in your budget, you may also want to serve refreshments.

Partnerships

Partnerships can greatly benefit your chapter, and PBL chapters have much to offer other organizations. Developing partnerships can be beneficial to both parties. Successful chapters have found working partnerships with the following organizations:

- **Other School Clubs/Organizations:** Cosponsor an event that both organizations can benefit from such as a guest speaker or workshop. At the beginning of the event, have both your chapter and the other organization take a few minutes to talk about their organization.
- **Career Center/Guidance Officer:** Many students turn to the career center/guidance office for career guidance. PBL is also a place where students can prepare for their careers. Volunteer at the career center/guidance office in exchange for recruitment opportunities with their students.

Each school has different opportunities for partnerships. See what is available at your school. Everyone can benefit from being knowledgeable about business.

Just Ask

After many years of recruiting, the most successful method is very simple ... just ask! Your chapter may be doing really well with developing great activities; however, there are many prospective members that still need a little push to take that extra step towards membership. Talk to people, share your personal PBL experiences with them, and highlight the benefits that come along with membership. **REFERENCE: Sample PBL Member Recruiting Letter RECRUIT-10.**

articles, and awards. Design chapter T-shirts for all members to wear on the day of chapter meetings.

❑ Display official FBLA-PBL poster from the *Chapter Management Handbook*.

❑ Make flyers with catchy slogans and important information to give out between classes or to hang on the wall.

PBL RECRUITMENT

- Explain the benefits of joining PBL:
 - Acquire leadership skills
 - Win recognition at conferences
 - Become part of a team
 - Gain community service experience
 - Improve or enhance job skills
 - Travel
 - Network and meet new people
 - Meet business professionals
 - Earn scholarship money
 - Compete in business skill events
- Create a chapter newsletter.
- Place an ad in your school newspaper about PBL.
- Obtain a bulletin board in your school to publicize FBLA-PBL.
- Send a letter to every teacher and faculty member in your school asking them to recommend students who they believe would be interested in or benefit from PBL. Compile a list of names and send these students invitations to a meeting.
- Talk it up! Members who are enthusiastic about PBL will spark an interest in other prospective members.
- Sponsor an event to gain publicity for your chapter such as:
 - A business or educational opportunity such as a tour of a local business, a career day, or an activity fair
 - A concession stand at a school event
 - A seminar, lecture, or workshop involving local business people
- Download one of the informational FBLA-PBL PowerPoint® presentations from the Web site (www.fbla-pbl.org) and show it at a chapter meeting.



GIVE INCENTIVES

- Give a prize to the member who recruits the most new members.
- Hold a welcome party for members to become familiar with the objectives of your chapter and to get acquainted with other members.
- Make meetings as fun, enjoyable, and interactive as possible. Icebreakers and getting-to-know-you exercises serve this purpose well, especially when bringing together new members.
- Present members with T-shirts, certificates, and pins.
- Serve refreshments at meetings.
- Institute a rating system where each activity has a specific point value. At the end of a designated time period, give a prize to the member with the most points! **REFERENCE: Point System LOCAL-15.**



RETENTION

While recruitment is crucial to the success of a chapter, retaining members is also an important goal. Activities should be planned to spark the interest of the faithful members. Remember to use meetings to inform your members of upcoming events such as community service projects, competitions, and workshops. Below are some additional tips:

- Offer incentives for members to join for an additional year (i.e., special membership pins, special FBLA-PBL items, special certificates).
- Host a special chapter retreat for all past members to help develop ideas for recruiting new members. Goals such as the following could be developed:
 - To increase membership by 10 percent
 - To have every past member recruit one new member
 - To increase membership by doing more to get visibility in the community and in the school
 - To create thank you cards (or holiday cards) to show appreciation to members
 - To create and distribute a brochure to incoming freshmen and sophomores
- If a past member recruits a new member, award them with a prize.
- Implement a mentor program by teaming up new members with your experienced members—make them feel important.
- Be flexible with events and meeting schedules.
- Show appreciation for past members by honoring them as part of the induction ceremony for new members or an officer installation ceremony. Recognize any members who won competitive events the previous year in state and national competition.
- Get past members involved in organizing activities and projects. Build on their experience to make the chapter successful.

RECRUITING SCHOOL ADMINISTRATION

Your PBL chapter is one of many activities sponsored by your school. By keeping your school's officials and administrators involved and aware of your activities, you will show them your program is among the most valuable to the school. Depending on your school's particular organization, you may want to target decision-makers such as department heads, career counselors, deans, and administrators. You can ask school officials to attend any of your regular meetings or

special events, such as an officer installation ceremony or new member induction ceremony. Recruit them to make a speech or presentation to your membership and your guests. As your chapter activities grow and flourish during the year, keep school officials informed of your progress and success. Send them periodic updates telling them what you have accomplished, how the school and its students and faculty benefited, and what you are going to do next. Make your chapter available to support and assist school officials. Make sure your chapter has good visibility in supporting the school and in supporting other school organizations.

RECRUITING PROFESSIONAL DIVISION MEMBERS

The FBLA-PBL Professional Division offers established businesspersons the chance to help, teach, and encourage the rising generation of business leaders. Professional Division members give students the chance to work one-on-one with experienced leaders.

In the fall, one overall national award is presented to the local and state chapter (by affiliation) for Largest Chapter—Professional Division. The spring awards are presented at the National Leadership Conference. First and second place awards are presented in each region, and one (1) overall national award is presented for state chapters and one (1) for local chapters. The postmarked deadline for recruitment of Professional Division members to qualify for these awards is April 15.

Who Can Join

Anybody—former members, employers, educators, parents, businesspersons, community supporters—who has an interest in FBLA-PBL can become a Professional Division member. The Professional Division offers two types of membership. Dues for one-year membership are \$23.00 per year (\$8.00 of this amount is rebated to the state chapter). (California dues are \$25.00.) Lifetime membership is available for a one-time fee of \$350.00 (\$50.00 rebated to the state chapter). **REFERENCE: Professional Division Membership Form RECRUIT-9.**

Chapters Rewarded for Recruiting Professional Division Members

Every time a person joins the Professional Division through a chapter, that school gets credit. When a chapter recruits many Professional Division members, it has a chance to earn national recognition. Professional Division membership awards are presented at the National Leadership Conference in the following categories for both FBLA and PBL chapters:

- Largest State Chapter Membership—Professional Division (by affiliation)
- Largest Local Chapter Membership—Professional Division (by affiliation)

How to Recruit

Recruiting Professional Division members is not much different from recruiting student members. Identify individuals who have an interest in FBLA-PBL and who support its goals and ideas. Then, communicate benefits they will receive as a result of their participation. Professional Division members:

- Interact with members, perform community service, and serve as mentors to local and state chapters.
- Participate in state and national conferences by delivering workshops, serving as event judges, and chaperoning local chapters.
- Receive discounts for Alamo car rentals, hotels (AmeriHost Inn, Baymont Inn and Suites, Days Inn, Howard Johnson, Knight's Inn, Ramada Inn, Super 8 Motel, Travelodge, Wingate Inn and Wyndham Hotel and Resorts), FranklinCovey, and more.
- Receive national publications like *The Professional Edge*, *Tomorrow's Business Leader*, and *PBL Business Leader*.

Your chapter can offer professional membership to area business leaders, chapter boosters, parents, teachers, administrators, and alumni. You can give gift memberships to show your chapter's appreciation, or you can use the following steps to recruit potential members:

- Form a professional membership recruitment committee.
- Set realistic goals for your professional membership. How many members do you want? What would you like them to contribute to your chapter?
- Discuss and develop a recruitment strategy. What are the benefits of professional membership?
- Have committee members set up appointments with and make presentations to the individuals and business groups on your list.



STAYING VISIBLE

PBL chapters work hard to achieve results. Now it is time to get recognition. There are many ways to approach publicity from promotions, to public relations, to tie-in, and press releases. Select 10 publicity activities for your chapter each year and you are well on your way to putting your chapter in the spotlight!

Recognition is built on familiarity. Take every opportunity to let your school know about FBLA-PBL and its activities. Use established channels and techniques to get the word out. For example:

- Newspapers—prepare press releases and articles for local and school newspapers; buy (or get sponsors to buy) ads.
- Print material—write and distribute brochures, newsletters, fact sheets, and flyers.
- Graphic material—mount posters by making your own or using the covers from FBLA-PBL publications.

- Audio material—create public service announcements for your campus radio station.
- Audiovisual material—announce upcoming events including meetings on your school television station. Dress in FBLA-PBL uniforms. Prepare a videotape using your own materials or PBL materials.
- Visual displays—design an exhibit for community and school events; maintain one or several bulletin boards; design a homecoming float.

Promotional items are available from *MarketPlace*. **REFERENCE: MarketPlace Tab.** Here is a list of promotional items to get you started:

- Buttons
- Stationery
- Placards
- Mugs
- Badges
- Balloons
- Stickers
- Fliers
- Patches
- Decals
- Bumper stickers
- Pencils
- T-shirts
- Brochures
- Business cards
- Banners
- Jewelry



WAYS TO GENERATE PUBLIC AWARENESS

- Use name tags, pins, T-shirts, blazers, or sweaters to identify PBL members.
- Develop a listing of local news media.
- Develop and distribute literature about PBL and the business program to local schools, businesses, and government.
- Present business programs about PBL to civic and service groups in the community.
- Develop promotional exhibits around the school and community.
- Display material about PBL in and out of schools—dean's office, chamber of commerce, and local businesses.
- Provide pictures of PBL activities for the school yearbook.
- Set up bulletin boards and showcase displays of chapter awards and projects.
- Develop spot announcements, interviews, and question/answer discussions for local radio and television.
- Provide photographs, news releases, editorials, feature stories, and letters to the editor for the school and community newspapers.
- Make short announcements about PBL and the business program in the daily bulletins to student body.
- Invite community members to PBL chapter meetings, banquets, and business education classes.
- Invite community members to participate in steering or advisory committees.
- Distribute certificates of appreciation to individuals who contribute to PBL and the business program.
- Provide tokens of appreciation for school and community secretaries.
- Communicate with public officials by writing and visiting your elected officials. This is a good opportunity to take pictures and write news stories.



CREATING TIE-INS

Promotional tie-ins are a way of plugging your chapter into the goodwill, excitement, and enthusiasm generated by an event or undertaking. This can be:

- ❑ A holiday or designated time of recognition—you can do an activity or project to commemorate American Enterprise Day (November 15), FBLA-PBL Week (2nd week of February), and FBLA-PBL Community Service Day (Saturday of FBLA-PBL Week).
 - Conduct a series of debates at school and in the community addressing the free enterprise system.
 - Purchase space on a billboard for the month of November to publicize American Enterprise Day.
 - Feature a panel of speakers on aspects of American enterprise.
 - Purchase a half-page ad in the local newspaper and sell parts of the ad to local businesses in support of the American enterprise system or recognition of FBLA-PBL Week.

- ❑ A charity event—activities promoting the March of Dimes or another service group attract much publicity.
 - Host a March of Dimes March for Babies or represent your school at the local event.
 - Coordinate a holiday food and toy collection for the needy; arrange to have items distributed through a local TV station.

- ❑ A community event—neighborhoods take pride in and turn out for their own local events and commemorations.
 - Participate in community projects aimed at increasing and promoting tourism.
 - Sponsor a community blood drive.
 - Offer a computer class teaching seniors how to use the Internet or with parents on Internet safety.
 - Conduct a telephone survey to ask questions about a local project like remodeling the community hall.
 - Solicit funds from local patrons, churches, and businesses to revitalize the town's main street.
 - Sponsor breakfast for local businesspeople.
 - Form a partnership with a local franchise of a national fast-food chain: the chapter provides the wait staff in exchange for a percentage of the profits and publicity.
 - Start a scholarship fund in conjunction with a local business.



WRITING PRESS RELEASES

Your chapter will need to write news releases for publication in your school newspaper, local newspaper, FBLA-PBL publications, and other media outlets.

News isn't news until it's communicated. Don't hide your light under a bushel: get your message out there! Do it with a well-crafted press release.

A press release is a brief summary of a newsworthy event. You send this summary to representatives of your local print (newspaper, magazine) and broadcast (radio, TV, cable TV) media in the hope that they will turn your summary into an actual news story. Newsworthy means that someone outside your chapter would be interested in hearing about the event. In general, the following rules of thumb can be applied:

- Participation in a service is news; participation in a social event is not.
- Notification before an event is news.
- The fifth, 10th, 20th, 25th, 50th anniversaries are news; the 12th is not.

Journalists look for a hook when they write: what makes this story different from a hundred others just like it? That's why they need—and you need to provide in your news release—words like “first-ever,” “best,” “largest,” “shortest,” and “fastest.” If you can't think of the hook, the journalists probably can't either; and your story might go untold.

A press release is written in inverted pyramid style. This means all the most important facts are loaded into the first paragraph. The journalist should be able to read only the first paragraph of your release and still know everything relevant about your project. The first paragraph should contain the five W's—who, what, when, where, and why (you might also include how). Each subsequent paragraph should expand upon information presented in the first paragraph; these should be ordered from most to least important.

The last paragraph of the release should describe FBLA-PBL: Future Business Leaders of America-Phi Beta Lambda, Inc. is a nonprofit 501(c)(3) student business organization with over a quarter million members and advisers in middle school, high school, and college chapters worldwide. Its mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs. The association is headquartered in Reston, Virginia, just outside Washington, D.C. For more information visit www.fbla-pbl.org.

The journalist then uses the details that appeal to him or her.

Press Release Appearance

Be sure all materials you produce or develop for your promotional campaigns look professional. Professional does not mean expensive. Rather, it means that sentences are logical, words are spelled right, and the format is clean and consistent. None of your materials need to be elaborate. All materials you produce for your projects should be checked and double-checked to make sure they're correct, coherent, and presentable. You are representing FBLA-PBL, so project our image well.

- Keep submission deadlines in mind.
- Use the proper format for materials submitted.
- Be professional and business-like in dealing with your contacts.
- Meet with and call your contacts on a regular basis.
- Record contact name, address, and phone number changes.
- Ask questions about deadlines and submission criteria.
- Make your submissions accurate, timely, informative, and complete.
- Include a contact name and phone number with every submission.
- Be sure what you're sending is something your media contact can use.
- Be sure you have a newsworthy story to tell.
- Look for the angle in your story. Why should others in your community care about what you're saying?
- Don't share old news.

Writing Tips

It is not easy to write well, and yet we all have to do it. We all have to stare at the blank page or the blinking cursor, waiting for inspiration. We all have to translate our colorful thoughts, ideas, and emotions into little blocks of black and white. And we generally have to do it on tight deadlines and with strict limitation on length and style. But when done right, it's all worth it. Make it worth the time it takes to write with care. Here's how:

- Decide on a theme or hook. Why are you writing? What is your story, your message? State this theme clearly in both your headline (title) and your lead (topic) sentence.
- Decide on a tone; keep it simple. Tone comes from the words you choose, the length of the sentences you put together, the complexity of the thoughts you present, and the order in which you organize your information. Make sure your tone is appropriate to your audience.
- Big words will make you sound pompous and stiff at best, ridiculous at worst.
- Cliches will make you sound trite and unimaginative.
- Jargon can make your writing inaccessible.
- Convoluted constructions will make your writing incomprehensible.
- Use correct grammar, spelling, punctuation, and syntax.
- Use a topic sentence in each paragraph; these sentences should tell the story.
- Use simple and clear language.
- Proof everything twice; read your prose aloud to catch hidden errors. Then have someone else look at it as well.
- When in doubt about a word's use or spelling, look it up. Go to www.merriam-webster.com for guidance on correct spelling.
- Use multiple drafts; writing gets better and better the more it is polished.
- Let at least two other people proofread your press release.



FBLA-PBL PROFESSIONAL DIVISION MEMBERSHIP FORM

Name _____

Mailing Address _____

City _____ State _____ Zip _____

Home Phone (____) _____ E-mail Address _____

Employer _____ Occupation _____

Business Address _____

City _____ State _____ Zip _____

Business Phone (____) _____ Web site _____

Membership Type Annual (\$23.00) Lifetime (\$350)

Payment Options

Credit Card Visa MasterCard

Card # _____ Exp. Date ____/____/____

Signature _____

Check Make checks payable to FBLA-PBL Professional Division.

Please list special areas of expertise so that a local chapter in your area or your state chapter may contact you to assist with a workshop or other need. _____

May we list your information on the national Web site? Yes No

Member Affiliation (please check all applicable categories)

- | | | |
|----------------------------------------------------|---------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> New Professional Member | <input type="checkbox"/> Former FBLA Member | <input type="checkbox"/> Businessperson |
| <input type="checkbox"/> Friend of the Association | <input type="checkbox"/> Parent of Member | <input type="checkbox"/> Renewal |
| <input type="checkbox"/> Adviser | <input type="checkbox"/> Former PBL Member | <input type="checkbox"/> Administrator |

Specify Affiliation FBLA FBLA-Middle Level PBL

Credit my membership to this state chapter _____

Credit my membership to this school _____ Chapter # _____

Please mail completed application and membership dues to:
FBLA-PBL, Inc. | Attn: Membership Department | 1912 Association Drive | Reston, VA 20191



SAMPLE PBL MEMBER RECRUITING LETTER

Dear (insert name):

It is my pleasure to invite you to join Phi Beta Lambda! PBL is a national association of nearly 12,000 students interested in becoming more successful in the business world.

Membership in FBLA helps you learn about business and gives you the opportunity to see the “real world” through interaction with business leaders from across the country! You will discover the secret of being able to talk confidently with prospective employers, and you will experience the chance to test your business skills in state and national competitions.

Membership will provide you with:

- Career preparation opportunities
- Leadership development and achievement
- Outstanding leadership conferences
- Challenging competitions
- Community service experience
- Friendship and fun
- Informative publications
- Networking with peers and business professionals
- Scholarships and prizes
- Internships

Meet and make friends with members of your own school and other schools across the country! Join in the fun and participate in local activities like pizza parties, business tours, and social activities.

Interested in joining? Fill out the attached local chapter membership application form and return it to PBL Adviser (insert name of adviser), in room (insert room number or name). Don't miss out on the fun!

Sincerely,

(Name)
PBL Chapter President



SAMPLE PBL MEMBERSHIP APPLICATION

Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL) is the oldest and largest national organization for students preparing for careers in business. FBLA-PBL prepares students for “real world” professional experiences. Members gain the competitive edge for college and career successes. More than a quarter of a million students participate in this dynamic leadership organization.

FBLA-PBL will provide you with:

- Travel opportunities
- Challenging competitions
- Scholarships and prizes
- Leadership development
- Community service experience
- Friendship and fun

FBLA-PBL takes you to major cities throughout the United States such as Atlanta, Orlando, Nashville, Chicago, and Dallas. You will get to know people in your state and across the nation at exciting leadership conferences.

Members have the opportunity to compete for awards and recognition on the local, state, and national levels in more than 50 different event categories including Web site development, marketing, business plan, public speaking, job interview, network design, and many more!

Become a leader in your school, state, or country when you become an officer. Win money! Travel! Learn to lead! Develop friendships! Earn recognition! All of these adventures and more await you when you become a member of FBLA-PBL.

To become a local member, please fill out and return the form below with your membership dues.

PBL MEMBER SIGN UP FORM

Please return to the attention of your local chapter adviser:

Yes, I want to join PBL!

First Name: _____

Last Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Year in School: _____ Gender: Male Female

Birthday: _____

I was recruited by _____

Adviser Use Only:

This member has paid dues. This member has been entered online. Dues have been sent to the national center.



SAMPLE PRESS RELEASE—LAYOUT AND CONTENT

(Use school or chapter letterhead.)

For Immediate Release

Date: _____

Contact: _____

E-mail: _____

Phone: _____

Mayor declares FBLA-PBL Founders Day

— Headline

Johnson City, Tennessee home of first chapter

JOHNSON CITY, Tenn.—Mayor Stephen Darden proclaimed Saturday, Feb. 3, as FBLA-PBL Founders Day in Johnson City, Tennessee. On Feb. 3, 1942, Science Hill High School in Johnson City placed the first FBLA-PBL charter.

— Dateline followed by lead paragraph

“FBLA-PBL has a rich history with many of our early chapters chartering in Tennessee,” said Greg Oliver, FBLA-PBL, Inc. director of marketing and educator relations. “Feb. 3 marks a significant day, in which our founder’s vision became a reality, right here in East Tennessee.”

— Quote from member, officer, or adviser

Tennessee FBLA State President Tawny Spinelli and Tennessee FBLA State Vice President Katrina Morlen, along with West Greene High School FBLA Adviser Virginia Dochety, attended the meeting and accepted the proclamation.

— Details of the event

“We are happy to represent the 250,000 FBLA-PBL members and accept the Johnson City proclamation from the home of our first FBLA chapter in 1942,” Spinelli said. “FBLA continues to be a vital, energetic organization offering leadership, community service, and business education to the members of this premier association preparing students for careers in business.”

— Quote from member, officer, adviser, or administrator

In a commissioners meeting on Feb. 1, Darden signed and read the proclamation.

Future Business Leaders of America-Phi Beta Lambda, Inc. is a nonprofit 501(c)(3) student business organization with over a quarter million members and advisers in middle school, high school, and college chapters worldwide. Its mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs. The association is headquartered in Reston, Virginia, just outside Washington, D.C. For more information visit www.fbla-pbl.org.

— Standard closing paragraph

###

— Shows end of the press release



SAMPLE PRESS RELEASE CONTENT—CHARITY EVENT

(Event) benefits (charity/organization) and future business leaders

ANYTOWN, State—Students from (school) PBL chapter hosted a (event) to benefit (charity/organization) and chapter activities. The group raised (amount), as well as created community awareness of the needs of (charity/organization).

“We were able to (describe activity) while making a strong contribution to our area,” said (name of chapter member/officer), (title). “It was a rewarding experience for our chapter.”

(Insert mission of charity/organization.)

(Insert quote from charity/organization.)

(Standard closing paragraph)



SAMPLE PRESS RELEASE CONTENT—MEMBER ACHIEVEMENT

(Last name of member/chapter) wins recognition at (event)

ANYTOWN, State—(Insert school) PBL member received (insert number) place in (insert event) at the (insert function, e.g., State Leadership Conference, National Leadership Conference) held in (insert city and state) today (or another date). The competition was part of a (insert number of days)-day program for PBL members from around the (insert region, state, nation).

“We were really proud of all our chapter representatives this year at (insert function),” said (name of chapter member/officer), (title). “We are thrilled our community could be so well represented by (insert name of student) and other local winners.”

(Describe the event, e.g., public speaking, accounting, keyboarding.)

(Insert quote from adviser or dean.)

(Standard closing paragraph)



SAMPLE PRESS RELEASE CONTENT—FBLA-PBL WEEK

Local business students celebrate FBLA-PBL Week

ANYTOWN, State—(Insert school) PBL chapter in (insert city), will be celebrating FBLA-PBL Week, (insert dates) with (briefly describe main activities).

(Insert quote from community leader, mayor, school principal, or another influential individual about the importance of FBLA–PBL to the community.)

Among the many activities scheduled for this special week are: (list activities).

(Insert quote from member, adviser, or dean.)

(Standard closing paragraph)



SAMPLE PRESS RELEASE CONTENT—NFLC

Students network to develop citizenship, leadership skills

ANYTOWN, State—Students from (school) PBL chapter attended the Phi Beta Lambda (PBL) National Fall Leadership Conference (NFLC) in (insert city, state), this past weekend (or dates).

(Insert quote from chapter officer, member, or adviser.)

The chapter had (insert number of members) members attending the two-day conference. Members were busy participating in workshops to hone their skills in leadership, community service, career development, and competitive events. They also attended general sessions featuring motivational speakers and membership awards.

(Insert quote from chapter officer, member, or adviser.)

(Standard closing paragraph)



SAMPLE PRESS RELEASE CONTENT—PRE-NLC

Top student(s) compete at national conference

ANYTOWN, State—Phi Beta Lambda (PBL) will bring together nearly 2,000 top students and their advisers to (insert location) as it host the (insert year) National Leadership Conference (NLC) on (insert dates).

(Insert details about local chapter, how many participants, any national winners/qualifiers.)

Many students will compete in over 50 categories having earned the honor to attend the national conference following success in the local, district, and state arenas. Events include Accounting, Business Ethics, Emerging Business Issues, Entrepreneurship, Community Service Project, and Web Site Development. Most events have cash awards for the leading individuals and teams.

“We were really proud of all our chapter representatives this year at (insert function),” said (name of chapter member/officer), (title). “We are thrilled our community could be so well represented by (insert name of student) and other local winners.”

(Describe the event, e.g., public speaking, accounting, keyboarding.)

(Insert quote from chapter officer, member, or adviser.)

Other students and advisers will be attending the prestigious Institute for Leaders (IFL), a two-day intensive program designed to hone leadership, communications, entrepreneurship, and officer skills.

Conference highlights include campaigning for national office, leading-edge workshops, and a March of Dimes mini-March for Babies to focus attention on the needs of premature infants and their families.

(Standard closing paragraph)



SAMPLE FBLA-PBL WEEK PROCLAMATION

This document is based upon a state proclamation. However, it can be adapted to a city, town, or county by changing governor to mayor or county executive and name of state to name of city, town, or county.

WHEREAS, Future Business Leaders of America-Phi Beta Lambda is a nonprofit educational organization whose first chapter was established in Johnson City, Tennessee, in 1942; and

WHEREAS, this organization has grown now to encompass over 250,000 members and advisers nationwide in middle schools, high schools, colleges, universities, career and technical schools, and private business schools; and

WHEREAS, FBLA-PBL is a professional business organization dedicated to bringing business and education together in a positive working relationship through innovative leadership and career development programs; and

WHEREAS, members perform community service activities and strive to build a student's understanding of the realities of the modern business world; and

WHEREAS, FBLA teaches high school students basic business and leadership principles; and PBL helps university, college, technical, and business school students to make the transition from school to work;

NOW, THEREFORE, I, (your governor's name here), Governor of the State of (your state's or chapter's name here), do hereby proclaim the second week in February, as NATIONAL FBLA-PBL WEEK in the State of (your state's or chapter's name here).



SAMPLE AMERICAN ENTERPRISE DAY RESOLUTION/STATEMENT

This document is based upon a state resolution/statement. However, it can be adapted to a city, town, or county by changing the name of the person reading the resolution/statement.

Mr. President, I rise today to acknowledge Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL) for its development and celebration of American enterprise. As future business leaders they hold the right to free enterprise very close to their hearts. It is the American enterprise system that allows us to buy, sell, or exchange goods and services without governmental control, and as members of FBLA-PBL they have learned to protect that freedom.

On November 15 of every year, over a quarter million FBLA-PBL members celebrate American enterprise in their local chapters and communities all over America. Through partnership with business projects and local chapter business appreciation, members have gained an understanding of the rights and obligations in owning a business.

FBLA-PBL's mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs. Through integrated programs and curriculum, FBLA-PBL is on the leading edge of career and technical education. Promoting business ethics is critical to their organization and to the future of the American economy.

Mr. President, in the past 65 years, FBLA-PBL has trained literally millions of today's leaders in American business. FBLA-PBL is truly an organization that has made a positive impact on our country, proving that our youth are ready, willing, and able to take the reins of leadership and help guide America toward a brighter tomorrow.

FBLA-PBL promotes career, technical, and business education; values free enterprise; creates citizenship; and fosters the inner growth of children as they transition from school to work—it is truly the premier student business organization. I ask that you join FBLA-PBL on their quest to protecting the American free enterprise system by celebrating American Enterprise Day on November 15.