



FBLA CELEBRATES

AMERICAN

ENTERPRISE
DAY

NOVEMBER 15

ADVISER
RESOURCE GUIDE

Celebrating American Enterprise Day in the Classroom

What is American Enterprise Day?

Recognized on November 15 each year, American Enterprise Day honors the system that forms the backbone of the U.S. economy. Established in 1980 by President Jimmy Carter, American Enterprise Day offers FBLA the chance to observe and celebrate the American entrepreneurial spirit and teach others about it through a range of activities, projects, and festivities.

Why is American enterprise important?

American enterprise encourages innovators to develop new products and services for the marketplace. These activities stimulate new employment and bolster the U.S. economy.

How can chapters participate in American Enterprise Day?

- Visit fbla.org to learn more
- Attend the American Enterprise Day [webinar](#) on November 15 at 7:00 PM ET.
 - *Hear from leading professionals in industries including health care, law, marketing and social media, finance, computer science, and engineering*
- [Follow FBLA on social media](#) for fun and informative messages about American Enterprise Day

Invite a local businessperson to your classroom

Ask a local entrepreneur or small business owner to talk with your students about their business – how they developed the idea for the business, funded it as a start-up, developed a marketing plan, and hired employees. What was their biggest challenge and how did they overcome it? What advice would they give to young entrepreneurs interested in starting a business? Share the speaker's bio with students and ask them each to come to the presentation with a question prepared for the speaker. Be sure to send a handwritten thank you card from the students afterward.

Tour a local business

Reach out to a local business and ask if your students can tour it. This is a wonderful opportunity for a company to share career options with students, promote themselves, and give back to their communities. Ask students to do research on the company before the tour and come prepared with a question. After they go on the tour, ask students to reflect in a journal entry on what they learned both about the specific company and industry and the workplace environment (do employees dress professionally?, is there sufficient meeting space for collaboration?, how is the company's logo used for marketing purposes?, etc.). Be sure to follow up with a handwritten thank you card from the students.



What are some division-specific activities for my students?

MIDDLE SCHOOL

Middle School chapters can plan an activity to promote American Enterprise Day for 100 points in the [MERIT Award](#) program.

Create an advertising campaign to sell a product

Have students work in groups to come up with an advertising campaign to sell a product (real or imagined). What is the product and who is the audience for it? What features of the product would appeal to that audience? What is the best format to reach the intended audience (TV, print, social media) or do they want to use a mix of media? Have them plan out a two-week advertising campaign and then present their results to the class. Then ask the class to decide which top three products they would buy and why.

HIGH SCHOOL

High School chapters can celebrate American Enterprise Day by planning an activity for 500 points in the [Champion Chapter](#) program.

Participate in the American Enterprise Project competitive event

The American Enterprise Project is a competitive event for the High School division. Named for former FBLA President & CEO Edward D. Miller, the award recognizes chapters that develop projects within the school and/or community that increase understanding of and support for the American enterprise system by developing an information or education program. Review the [Competitive Event Guidelines](#) for this event. Then, work with your students to see how they might take part in the competition.

COLLEGIATE

Collegiate chapters can host a panel to learn about career paths across various industries for 200 points in the [Outstanding Chapter](#) program.

Conduct an informational interview

Contact an entrepreneur and ask them for an informational interview. This can be in person or online. Ask them what advice they would give to someone interested in starting a business. If you have a product or service already in mind, be ready to share your idea and ask for feedback. Which parts of your plan are realistic? Who would they suggest you talk with to refine or rethink parts of your plan? If you're not sure who to contact, ask one of your professors or your school's career center for suggestions.