



**SHAPING SUCCESS (September 28 – November 8)** focuses on member recruitment and retention. Tasks are designed to promote membership benefits and foster engagement, such as hosting special events, securing guest speakers, and planning projects.

1. Submit membership dues for 10 paid members. (**Documentation:** Copy of paid receipt or invoice showing a zero balance) **Points: 500**
2. Create a project plan for chapter member recruitment. (**Documentation:** Copy of project plan) **Points: 200**
3. Buddy up! Encourage each returning member to connect with a new member. Plan at least one fun “buddy” activity. (**Documentation:** Screenshot or graphic with a photo of the activity on social media or website) **Points: 100**
4. Organize a special outing for FBLA members to a business, professional sports game, or amusement park. (**Documentation:** Invitation/flyer) **Points: 100**
5. Host a chapter Spirit Day in which all members show up to school in either FBLA shirts or in blue and gold; post a photo to social media and tag @FBLA\_National. (**Documentation:** Photo on social media) **Points: 100**
6. Using the letter you developed in Summer Starter, secure a guest speaker for a chapter meeting. (**Documentation:** Thank-you letter to guest speaker) **Points: 100**
7. Send a letter to one of the sponsors on your contact list created during Summer Starter. (**Documentation:** Sponsor letter) **Points: 100**
8. Create a Community Service Project Committee. (**Documentation:** Minutes from one of the meetings) **Points: 100**
9. Meet with your Officers and review your Program of Work. (**Documentation:** Revised copy of your Program of Work with comments or tracked changes) **Points: 100**
10. Review the 2023-24 Competitive Events Guidelines at a chapter meeting and create a sign-up for members. (**Documentation:** Competitive Events Sign-up sheet) **Points: 100**
11. Have one of your Officers record a one-minute elevator speech about the benefits of joining FBLA and share it on social media, tagging @FBLA\_National. (**Documentation:** Link to the video or social media post) **Points: 100**
12. Review your budget, identify areas of financial need, and plan a fundraiser. (**Documentation:** Fundraiser plan) **Points: 100**