



Future Business Leaders of America

Chapter Management Handbook

Middle School

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STARTING AN FBLA CHAPTER

Adviser Roles & Duties

Every local chapter is required to have an adviser. An adviser can be a school administrator, teacher, or any faculty member.

The success of FBLA rests on the shoulders of student members. However, without the guidance of the adviser, no success would be possible. The adviser is instrumental in organizing and stimulating chapter development. They gain the support of the school administration and community.

The adviser should:

- Know about the history, bylaws, and programs of the national organization for active operation of the local chapter.
- Direct, chaperone, and coordinate supervision of chapter activities.
- Organize the selection process for chapter officers and provide officer training.
- Encourage civic responsibility.
- Maintain chapter records.
- Establish rules and guidelines to help students lead themselves while remaining consistent with school policies and state and national bylaws.
- Hold regular chapter meetings and see that they are conducted in a business-like manner.
- Assist members and officers in developing an annual Program of Work, which includes a budget, calendar, and committee assignments.
- Assist members in planning, collecting, preparing, and arranging materials to promote the chapter and its activities.
- Ensure school administrators, faculty, students, and the public are informed of chapter activities and outstanding student achievements.
- Know about the guidelines for district/regional, state, and national competitive events and activities and coordinate participation at all levels.
- Oversee financial development projects and supervise the receipt, recording, depositing, and expenditure of chapter funds.

Adviser Roles

- **Leader:** A successful adviser empowers student leaders to discover their talents and strengths.
- **Marketer:** You are the voice and the advocate of FBLA to the students, school administrators, and community.

- **Fundraiser:** Successful chapters are successful fundraisers. Fundraising is a great way to give your students hands-on learning opportunities in finance, sales, and development.
- **Travel Agent:** Start planning now for upcoming FBLA trips. Before you go, communicate with parents/guardians and send home written information about conference details. After you arrive, remind students why they are at a conference or on an FBLA trip and make sure they understand FBLA's [Dress Code](#), [Code of Conduct](#), and [Honor Code](#).
- **Coach:** FBLA's Competitive Events Program provides students with the opportunity to expand their business skills. Review event guidelines in the Competitive Events section of the website and integrate standards into your class to begin preparing your students early for competition.
- **Role Model:** Your students will look up to you and rely on you to guide their membership experiences.
- **Networker:** Just as networking is an important part of business, it is also pivotal in promoting your chapter and creating professional development opportunities for your students.

Steps to Start a Chapter

Remember, each local chapter is different. What works for one may not work for another. Find what works for your chapter and go with it. If you have questions, reach out to other advisers, your State Leader, or the National Center staff.

- **Review this Chapter Management Handbook.**
- **Connect With Your State Leader:** Contact your FBLA State Leader to learn about events and activities in your state. Make sure they have your contact information so they can send you updates and provide support.
- **Get Approval from Your School's Administration:** Talk to your school administration about starting an FBLA chapter and seek their approval. If you need assistance and/or materials, reach out to your State Leader.
- **Connect With Your School's Business Office:** You'll need to pay membership dues, so find out how your school processes membership dues, travel funds, and conference registration fees.
- **Get To Know School Policies and Procedures:** Many FBLA activities require travel to off-campus events, both day and overnight. Learn about your school's excused absence policies, chaperone requirements, substitute teacher processes, and other procedures.
- **Check on Funding Support from Your School or District Office:** How is federal Carl Perkins or state Career and Technical Education (CTE) funding used at your school? Some districts allow funding to support transportation, lodging, educational resources, study materials, conference registration, and/or adviser professional development. Find out if there are restrictions on fundraising (e.g., nutritional issues with candy sales) or service activities.
- **Meet With Your School's Counselors:** Connecting with school counselors is a key way to ensure your business, marketing, management, and technology courses are full of great students—and potential FBLA members. Help counselors understand the academic rigor and relevance of FBLA; show them the FBLA Competitive Events Program and the LEAD Awards

programming so they can see how FBLA fits into class curricula.

- **Identify Student Leaders:** Identify students who can be members and leaders of your chapter.
- **Find Co-Advisers:** Ask other teachers to join as co-advisers. Co-advisers do not need to travel or sign up for after-school assignments. Their assistance will help you build an award-winning program and multiply your success.
- **Give Your Chapter Visibility:** Many schools have a yearly activities calendar. Include your key FBLA events. This is also an effective recruitment tactic.

CHAPTER MANAGEMENT

Effective Chapter Meetings

Meetings are a forum to brainstorm ideas, make decisions, and plan events. Regular, well-planned meetings help maintain member interest and participation in FBLA, as well as awareness of the organization. Maintain a balance of business and social activities to engage members.

Meeting Length and Frequency

How long should the meeting be? How often should you meet? These two questions will vary from chapter to chapter.

Some schools have regular time set aside for club meetings. Some chapters meet during lunch. Some meet before or after school.

Finding a time when all members can meet during the school day or before or after school is important. Ensuring that minutes are completed quickly and that they are communicated to all members after a meeting is important to keeping everyone informed and engaged.

For the first meeting of the year with an established officer team, plan on at least 45 minutes to cover key items for the upcoming year.

For the first meeting of the year without an established officer team, plan on 30-45 minutes for the adviser to cover key items and give election information.

The frequency of meetings depends on your chapter's needs. A monthly meeting should be the minimum. However, if you are having a first meeting with no officers, waiting a month to hold elections would be too long. Use the national and state calendars to help you decide how often your chapter should meet.

Other Factors to Consider

Where will you meet? Often, an adviser's classroom is ideal. Depending on the size of your chapter, you may need to consider alternative locations such as the cafeteria or gym.

Bringing in guest speakers is one way to engage students and provide more learning and career opportunities. You can also request that a National Officer join your meeting by [Zoom](#).

Sample Agenda

1. Call to Order
2. Roll Call
3. Review of the Previous Meeting's Minutes
4. Treasurer's Report
5. Other Officer Updates
6. Adviser Update
7. Committee Reports
8. Unfinished Business
9. New Business
10. Date of Next Meeting
11. Adjournment

Chapter Bylaws

Each local chapter should have a set of chapter bylaws. Bylaws specify the qualifications, rights, and liabilities of membership, and the powers, duties, and grounds for the dissolution of an organization.

Local chapter bylaws must be consistent with state and national bylaws and with the FBLA, Inc. charter. Those provisions in the local chapter bylaws that derive from these higher authorities cannot be amended at the local level.

Chapter bylaws are where you establish the structure for your chapter. You can include terms for membership, the amount of chapter dues, and a list and responsibilities for your chapter officers. Check with your school to determine if there are any guidelines that should be included in your organization's bylaws.

Important Tools & Resources

FBLA Connect: Use our one-stop shop for membership, learning, and community. Add members to your chapter roster, pay dues, engage your students in meaningful learning opportunities, and share best practices with other advisers from across the country. FBLA Connect replaces my.FBLA, the Learning Center, and the Leadership Communities.

- Communities
- LEAD Awards
- Calendars
- Resources

FBLA Helpdesk: If you have questions about FBLA Connect or other FBLA matters, please visit the [Helpdesk](#) for answers or to file a Helpdesk ticket so that a member of the National Center staff can reach out to you.

LOCAL CHAPTER OFFICERS & COMMITTEES

Local Chapter Officers

Student officers are the backbone of chapter operations. Having members serve as local chapter officers affords them leadership opportunities and can be a great source of assistance for an adviser.

The local chapter adviser determines the number of elected officers for their chapter. Most chapters elect a President and Secretary; other officer positions are optional.

The process for electing your chapter's officers should be outlined in your chapter bylaws. It is important that you follow the election procedure when selecting your chapter officers.

A few methods for selecting officers include:

- Election by majority or plurality vote of chapter members.
- Application process with interviews.
- Point system.
- Elect a slate of officers, then the adviser assigns specific positions to each officer.

Looking for a sample officer application? [See the Appendix.](#)

Officer Duties

Well-qualified and dependable officers are crucial to the growth of a chapter. Effective leaders will:

- Provide an environment where all members will grow professionally.
- Include all members in a dynamic Program of Work.
- Conduct the business of the chapter in proper parliamentary procedure.
- Maintain current records and minutes.

Below are the basic duties of some of the chapter officers for FBLA Middle School.

President:

- Preside over all meetings according to accepted parliamentary procedure and prepare an agenda for each meeting.
- Keep members and discussion on track during meetings.
- Stay in close touch with other officers, members, and advisers.
- Call special meetings as necessary.
- Represent the chapter at special functions.
- Demonstrate the qualities of a leader.
- Plan and prepare documents for all activities.

Secretary:

- Provide the president with an agenda for each meeting.
- Prepare the local chapter Program of Work (with collaboration from all officers).
- Prepare and read all minutes of meetings (preparing minutes means taking accurate notes of motions according to the state guidelines; such minutes should be readily available at all meetings).
- Read communications at meetings.
- Handle general correspondence of the chapter.
- Keep an accurate membership and attendance roll.
- Count and record votes when taken.

Chapter Committees

By establishing committees, student leaders can help you with the day-to-day tasks that will make your chapter a success. Chapter committees are also an effective way to increase member involvement in your chapter's activities.

Consider assigning a chapter officer to chair each committee so that they can help guide the chapter and make sure they are following the Program of Work set by the officer team.

Committees are also a great way to encourage your members to take a leadership role and grow as future business leaders. And a nice benefit is the fact that you'll tap into the creative minds of your best students. Additionally, committees foster teamwork and community.

Suggested committees include Professional Development, Community Service, Fundraising, Membership/Recruitment, Social, Publicity, Competitive Events, and Awards. Your chapter can also create committees for special projects.

Suggested Committees

Appointed committee chairs prepare brief project reports for every completed project. Many chapters have the following ongoing committees to build chapter involvement:

- **Professional Development:** Plans icebreakers and finds guest speakers for meetings; coordinates business tours and social activities.
- **Community Service:** Facilitates chapter's community involvement by coordinating service activities.
- **Fundraising:** Plans chapter fundraisers in support of chapter activities, such as conferences, seminars, travel, etc.
- **Recruitment/Membership:** Tracks membership data for the chapter and develops ideas for increasing membership numbers, including planning recruitment and retention activities.
- **Social:** Organizes extracurricular activities for the chapter.
- **Publicity:** Leads publicity efforts and external communication for the chapter.
- **Competitive Events:** Promotes information about competitive events to members.
- **Awards:** Researches award opportunities such as the MERIT Award and scholarships for chapters and members.

MEMBERSHIP RECRUITMENT & RETENTION

Recruiting members is an important role for the adviser given that students may have other commitments like sports and clubs. Here are some talking points to encourage students to join FBLA and grow your chapter.

Membership Recruitment Talking Points

- FBLA provides members with an opportunity to develop skills in networking, teambuilding, and communications through competitive events and leadership development programs.
- Members learn many soft skills needed in the workplace, such as time management, collaboration, critical thinking, problem solving, decision making, and social responsibility.
- Travel is one of the most popular and memorable FBLA activities. It's a great way to:
 - Motivate your students
 - Network with other advisers
 - Increase the visibility of your chapter
 - Earn recognition for their skills at conferences
- Use Past Trips/Experiences to Recruit New Members. Encourage your members to attend every state and national conference they can. Beyond competitive events, you'll find leadership workshops, networking, and fun trips to amusement parks, sporting events, and restaurants. There are plenty of new experiences waiting for your members.

Membership Recruitment Strategies

- **Host a Recruitment Week:** Some activities could include posting signs around school, creating social media posts, holding a meet-and-greet recruitment booth, and hosting ice cream and pizza parties. Be creative!
 - Give recruitment incentives: Ask your officers to invite prospective members to an FBLA meeting as their guest. Promise members food such as a pizza party but not until after the meeting is over.
- **Networking Tips for Current Members to Recruit New Members:** Provide networking guidance for current members. Some tips to share include:
 - Be Curious: Everyone loves to talk about themselves. Encourage them to ask open-ended questions like, "What are your hobbies and interests?"
 - Be Brief: Have students use their elevator-speech skills to encourage other students to join FBLA.
 - Be Courteous: Learn the person's name and use it frequently. Don't forget to smile!
 - Be Direct: Use eye contact and welcoming body language.
 - Be Enthusiastic: It's contagious!
- **Publicity:** Get the word out about FBLA. Remember: Recruitment should be an ongoing process. It's necessary for the survival of any organization. You'll develop plenty of success stories through your basic chapter operations, with things like:
 - community service projects
 - competitive events winners
 - recognition from state and National Center programs
 - community and business outreach via guest speakers and field trips

Make sure your hard work is noticed: promote your work to your principal, administrators, school district, local government officials, and local media. This also raises the profile of your chapter among students at your school.

Remember that event photos are an important part of any story. And encourage your existing members to Like and Share your chapter's posts--it helps to amplify your message.

Membership Recruitment Ideas

- **Set up a Booth:** Have members host an informational booth during lunch, after school, or at your campus student organization fair. Giving away free swag is a great way to attract students.
- **Invite Current Members and/or Alumni:** Recruit current FBLA members and/or alumni to speak with classes about the benefits of membership in FBLA.
- **Create a Chapter Website:** Start a chapter website to share the benefits of joining FBLA and showcase the activities your FBLA chapter is doing. This will help build awareness at your school and in your community.
- **Entice with Food:** Everyone likes free food! Have an informational session with food at the end. You can keep it simple with pizza or get creative with something like a “Build Your Own Banana Split Party.”
- **Advertise:** Reach out to your school marketing sources (school announcements, TV news, website, newspaper, social media, etc.) and ask to advertise FBLA.
- **Create a Recruitment Challenge:** Create a competition in which current members compete for who can recruit the most new members. Be sure to have a prize available.
- **Chapter T-Shirts:** Design T-shirts that members can wear around school to promote your chapter. Be sure they comply with the FBLA Brand Center Guidelines.

Membership Retention Strategies

Many states and chapters have strategies in place to recruit new members, but membership retention is even more important. Keeping the previous year’s members is key to chapter stability.

Below are some best practices for retaining members.

- **Host an Induction Ceremony for New Members:** Celebrating your chapter’s new members is a great way to welcome—and keep—them in FBLA and encourage them to get their friends to join. If you need a sample ceremony script, please [see the Appendix](#).
- **Open Membership in the Spring:** A best practice to consider is opening membership for the upcoming year at the end of the previous one. You might consider a slight membership dues incentive to encourage sign-ups. Parents/guardians may appreciate this as well so that they have one less thing to budget for in the fall. Put the membership money in your school account so that it is ready when you enter members in the national system in the fall. Payment should be easier with funds already in the account. You can learn more about dues amounts [here](#).
- **Make it Personal:** There is no such thing as a “one-size-fits-all” membership for individuals. Members enjoy when interactions are customizable. Are your members focused on community service or leadership development? Maybe some are focused on succeeding in competitive

events. Make sure your chapter has opportunities available for members with varying interests.

- **Keep a Calendar:** Create a content calendar and share it with your members so they know what's coming up. Letting students see upcoming activities and events helps demonstrate the ongoing value of membership and create "fear of missing out" by showing what they'll miss if they leave.
- **Listen to Members:** Survey your members regularly to find out what they want and to ensure your FBLA chapter is meeting their needs. Using this information to tailor your members' experiences will keep them engaged and entice them to renew membership next year.
- **Buddy Mentoring Program:** Create a mentor/buddy program that pairs longer-term members with newer members. This is an excellent way to engage your veteran members and use their experiences to help newer members learn more about FBLA. This can also be helpful for you as an adviser because the mentors can answer questions rather than all questions being directed to you.
- **Track Their Progress:** Consider a progress log or member accountability/recognition within your chapter. Providing a means of keeping members accountable can improve the chances of them getting positive results, which in turn can prolong their membership. The act of documenting that progress helps people to see the value of their membership, which aids retention. You can track members' involvement in chapter activities each year. Consider utilizing a point system where members earn points cumulatively throughout their FBLA careers and earn special recognition upon graduation ([graduation cords, stoles](#), a special FBLA award, etc.).
- **Stay in Touch:** Prior to the end of the program year, make sure to get contact information for members. If your chapter uses social media channels, encourage members to follow your chapter for updates throughout the summer. Let them know how they can stay involved while school is out. Send a welcome and reminder message just prior to school starting and let them know when the first meeting will be held.

FBLA PROGRAMS

Middle School membership programs include the [MERIT Award](#), a series of challenges to engage members throughout the year. Build your 2023-24 Program of Work by completing these activities and accumulate points for national recognition. Additionally, the LEAD Awards offer members the chance to build on their leadership skills, learn more about business, and immerse themselves in their school and communities to earn recognition.

LEAD Awards

The [LEAD Awards](#) are an individual achievement award program open to all active, paid FBLA Middle School members. Participating students can enhance their leadership skills, expand their business knowledge, contribute to their local communities, and earn recognition by immersing themselves in their school and communities.

- **Explore Award:** Members are introduced to the foundations of FBLA and leadership principles in three interactive programs.
- **Aspire Award:** These four-hour courses take a deep dive into specialized content areas. Courses may be repeated. New courses continue to be added each year.

Members can complete these awards within [FBLA Connect](#).

MERIT Award

The Middle School MERIT Award is a membership engagement-focused challenge that chapters may complete for recognition from the National Center. Added incentives, such as ribbons and plaques at conferences, are available. Build your 2023-24 Program of Work by completing activities, with point levels for each activity.

MERIT Achievement Award

1,500 Points
Digital Certificate

MERIT Excellence Award

2,500 Points
Certificate at NLC

FBLA Competitive Events

The Competitive Events Program recognizes and rewards excellence in a broad range of business- and career-related areas. Competitive events prepare students for successful careers in business by providing opportunities to explore classroom concepts in a workforce-simulated competitive environment. They also provide foundational elements of career awareness and exploration as part of a Work-Based Learning continuum.

Competition takes place at the state and national levels and may also take place at the local and district/region levels. Advisers should familiarize themselves with the Competitive Events Guidelines and Policy & Procedures Manual and talk with their State Leaders to ensure they are meeting all eligibility requirements for competition.

Look [here](#) for more specific competitive event information and documents.

Integrating Competitive Events into the Classroom

FBLA's Competitive Events Program allows students to apply their classroom knowledge to objective tests and real-world scenarios in their given career path. Competencies, topics, guidelines, and rating

sheets are made available in advance, allowing students to review the expectations and rapidly apply what they have learned.

Integration Ideas:

- Host a local competition using school administration and advisory committee members as judges to allow students to compete using an FBLA competitive event.
- Utilize competitive event guidelines for classroom projects and select the best project to advance on to official FBLA competitions.
- Break a competitive event down into manageable elements that run concurrently to your instruction.
- Review the competencies for each competitive event and how it mirrors classroom instruction or industry needs.

Conferences

State and national conferences represent an important opportunity for students to learn, compete, network, and explore career options. Check with your State Leader to find out when your state conference will take place.

National Fall Leadership Conferences (NFLCs)

FBLA's [NFLC](#) is a two-day event, during which students and advisers participate in motivational general sessions, interactive learning tracks, and leadership development workshops—coming home with valuable tools to ensure a successful year ahead. Exhibits offer a chance to talk with university, fundraising, and education program representatives in a one-on-one environment. The NFLC is a great place to bring new officer teams for team building, leadership development, and networking, so they can share best practices with other members throughout the year.

National Leadership Conference (NLC)

At the [NLC](#) in June, more than 12,000 of FBLA's best and brightest convene on the national stage to compete in more than 100 events, learn new ideas to shape their future career through workshops and exhibits, and elect National Officers for the next program year. This four-day annual conference is considered the culmination of the FBLA experience. The Future Leaders Expo, featuring the Innovation Theater and pin trading, offers a variety of engaging ways to network with other members, advisers, and business and education leaders from across the country.

FBLA Week

Every year, FBLA members and chapters from across the country dedicate a week to celebrating their chapter's success, publicizing FBLA activities, boosting membership, thanking advisers, and gearing up for spring events and competitions. Held the second week of February, which is Career and Technical Education Month, FBLA Week is the perfect time for chapters to reflect on the progress they have made during the program year and the goals they still want to accomplish.

Each themed day is packed with activities, prizes, and opportunities to connect with the FBLA community. To ensure you and your students are ready—and have access to our FBLA Week Toolkit, with day-by-day ideas to integrate activities into your classroom—please check your email, fbla.org/fblaweek, and FBLA's social media for more information. Look for your toolkit in mid-November.

National Calendar on FBLA Connect

Look for the calendar of national FBLA events on [FBLA Connect](#). Additional programs will be listed throughout the year, so be sure to check back frequently for more information.

Additional Programs & Classroom Resources

Lead4Change



Lead4Change is a free leadership program for 6th to 12th graders that teaches proven leadership skills and creates real change in your school and community. Lead4Change provides teachers and chapter advisers with curriculum aligned to National Standards such as Social

Emotional Learning, 21st Century Skills, Project Based Learning, CTE and more.

[Click here for more information](#)

LifeSmarts



LifeSmarts
Learn it. Live it.

LifeSmarts is a national educational competition focused on personal finance and consumer topics. It complements the curriculum already in place in schools and can be used as an activity for classes, student leadership organizations, clubs, and community organizations. This

free program, open to 6th to 12th-grade students in the United States, quizzes students about personal finance, technology and workforce preparation, consumer rights and responsibilities, health and safety, and the environment.

[Click here to learn more here](#)

MBA Research & Curriculum Center Resources



Materials for teaching principle-based ethics and ethical decision-making are available at no cost through the generous support of the Daniels Fund.

To fully integrate MBA's many ethics education resources (as well as over 300 additional lesson modules) into your curriculum, use the online [MBA Research Learning Center](#).

[Click here to learn more](#)

The Stock Market Game



Students in the FBLA Stock Market Game may work individually or in teams of two to five members to build and manage a successful investment portfolio of stocks, bonds, and mutual funds, using a hypothetical \$100,000.

[Click here for more information](#)

AWARDS & RECOGNITION OPPORTUNITIES

Scholarships & Financial Aid

Each year, FBLA and our partners offer tens of thousands of dollars in scholarships and grants to students to help pay for school, travel, and even professional attire.

Deadlines for scholarships and grants take place throughout the year. To learn more about these opportunities and how your students can qualify for them, click [here](#).

Recognition Programs

FBLA honors outstanding students and advisers for their achievements each year at our National Leadership Conference. Check with your State Leader about these recognitions and requirements for awards.

Young Leader Award

The Young Leader Award recognizes members with an extraordinary commitment to leadership and community service. Members must have achieved at least the LEAD Explore Award to be eligible for this award. Each state may nominate one member to represent it at the National Leadership Conference for this award.

Adviser Wall of Fame

The FBLA Adviser Wall of Fame recognizes advisers and State Leaders with 20 or more years of service to FBLA. Current and retired advisers are eligible. Nominations may also be made for posthumous recognition. Advisers may nominate themselves. Nominations are due by the second Tuesday in May.

PROGRAM OF WORK

What is a Program of Work (POW)?

A Program of Work is a strategic plan that outlines the goals, activities, and initiatives your chapter will undertake throughout the year. It serves as a roadmap for achieving your chapter's mission and enhancing the overall experience of your FBLA members. A well-designed Program of Work provides structure, direction, and purpose, ensuring your chapter's success and growth.

Why Use a Program of Work?

- **Organization and Clarity:** A Program of Work provides a clear structure for your chapter's activities, ensuring that all members are aware of their roles and responsibilities.
- **Goal Alignment:** It helps align your chapter's activities with the broader goals of FBLA, enhancing the educational experience for your members and contributing to their personal and professional development.
- **Member Engagement:** A well-structured Program of Work keeps members engaged by offering a variety of activities that cater to their interests and needs.
- **Accountability:** By outlining specific goals and activities, a Program of Work helps hold members accountable for their commitments and achievements.

Tips for Crafting a Successful Program of Work:

- **Set Clear Goals:** Define specific, measurable, achievable, relevant, and timely (S.M.A.R.T.) goals for each category of activities within your Program of Work.
- **Involve Members:** Solicit input from your FBLA members when brainstorming and selecting activities. This fosters a sense of ownership and engagement.
- **Diversify Activities:** Include a mix of activities that cater to various interests and skill levels. This ensures that your chapter is inclusive and appeals to a wide range of members.
- **Delegate Responsibilities:** Assign roles and responsibilities for planning and executing each activity. Distributing tasks among members enhances teamwork and leadership development.
- **Allocate Resources:** Identify the resources (financial, human, and material) required for each activity and plan accordingly.
- **Create a Timeline:** Develop a timeline for each activity, including planning, execution, and evaluation phases. A well-structured timeline prevents last-minute rushes and ensures smooth execution.
- **Monitor Progress:** Regularly review your chapter's progress toward achieving the goals outlined in the Program of Work. Adjust strategies as needed.
- **Evaluate and Reflect:** After each activity, gather feedback from participants and assess the outcomes. Use this information to refine future activities and improve the overall Program of Work.



The activities that make up your Program of Work tend to fall in one of the following categories:

- **Professional Development:** Activities designed to enhance a member’s work readiness skills and career-related knowledge.
- **Networking Opportunities:** Activities designed to help members connect with professionals and peers.
- **Marketing & Public Relations:** Activities designed to effectively promote your chapter's initiatives, advocate for career and technical education, and publicly celebrate your achievements.
- **Business & Industry Connections:** Activities designed to help members explore potential career paths, learn about job expectations, and connect with professionals to understand the skills needed for success.
- **Financial Management:** Activities designed to promote financial literacy and responsible money management.
- **Service Learning:** Activities designed to foster personal and professional growth while driving positive change within your community. These activities engage students through the development and execution of service projects that make a meaningful impact in their communities.
- **Chapter Operations:** Activities related to the functioning and administration of your FBLA chapter.

S.M.A.R.T. Goals

When creating your POW, it is best to set goals that are SMART. Smart goals are Specific, Measurable, Attainable, Relevant, and Timely.

- **Specific:** Begin by defining what it is that you're trying to achieve. Be specific. Ask the Five W's: who, what, why, where, and which. Some example questions that you might ask include:
 - Who is going to be involved in achieving this goal?
 - What tools will they need to accomplish it?
 - Why is the goal important?
 - Where will the work be located?
 - Which resources are needed to do it?
- **Measurable:** Your goal must be measurable, so you can track your progress. This will help keep you on track and motivate you to finish on time. To be successful, you need to regularly monitor and assess your progress. You must be able to identify when you've reached that goal, so you don't waste time once it's already been achieved.
 - How many or how much?
 - How do we know if we have reached the goal?
 - What is our measurement of progress?
- **Attainable:** Make sure the goal you set is possible to achieve. You want to reach beyond what you think is possible, but not so far that the project fails. You must know your limitations (such as time, budget, and resources) and ask if the goal can be accomplished.
 - Do we have the resources and capabilities to achieve the goal? If not, what are we missing?
 - What resources can we use to make this work?
- **Relevant:** A S.M.A.R.T. goal has to be relevant to the organization. Your goal must align with other relevant goals because success requires support and assistance from everyone on the project team. Therefore, it must make sense with the overall strategy of your team/organization.
 - Why are we working on this project?
 - How does this goal contribute to our long-term goals?
 - How does this goal align with our mission and/or values?
- **Timely:** Goals cannot be achieved without a deadline. A deadline is a great motivator and can provide context for you to outline the tasks necessary to reach that goal in the time allotted. Giving the goal time constraints helps keep you on track. You must answer questions, such as: when must the goal be achieved? Then get more specific: Is that in six months, six weeks, six days? Without a timeframe, you can't devise a plan, and the goal may never be realized.
 - What is the start date?
 - What is the deadline for the project?

Creating Your S.M.A.R.T. Goals

Using your understanding of S.M.A.R.T. goals, you'll want to identify both your personal and your team goals for the upcoming program year. Below are some starting places.

Membership Goals

One of the most important parts of FBLA is working to increase membership. You can do this by increasing the number of chapters and/or the number of members in each chapter.

When focusing on membership goals, remember that retention (or keeping existing members and chapters) is just as important as recruiting new members and chapters.

Participation Goals

Consider setting goals for participation in FBLA programs. If applicable, look at last year's participation statistics and determine realistic goals to increase participation this year.

Consider also creating goals for participation in individual achievement awards, chapter awards, and competitive events.

When setting goals for individual awards, begin by setting a goal for each officer to complete at least one level.

Communication Goals

Think about how your officer team communicates.

- Are you reaching members with important updates and news?
- If applicable, what methods of communication have worked best in the past?
- How can the officer team work to increase communication?

Consider ideas and methods to best reach your intended audience.

End-of-Year Report

Before your team starts setting goals for the upcoming program year, it is important to know where your organization stands.

At the end of the year, have your students review their Program of Work to see what was successful, as well as which goals were not met. Look at the whole year to determine what contributed to the success of certain goals and why others fell short.

Be sure the outgoing officer team shares their lessons learned and recommendations with the incoming officer team. This can provide great insights to help next year's team set realistic goals and achieve success.

Enhancing your POW with MERIT

As you structure your Program of Work, draw inspiration from FBLA's MERIT [program](#) to craft a cohesive plan that encompasses these essential components. By aligning your activities to the MERIT program, you'll create a Program of Work that not only propels your chapter to success but also enriches the FBLA experience for all members.

Program of Work Templates

Simple Program of Work Template

New advisers may want to opt for a simpler program of work. This can be as simple as a list of activities per month. This is still a great way to organize yourself for the year and keep students aware of what is coming down the pipeline.

July	<ul style="list-style-type: none">• Plan officer training• Prepare your Program of Work• Plan a teambuilding/social event for officers
August	<ul style="list-style-type: none">• Meet with officers to discuss a recruitment campaign• Launch a membership recruitment campaign

	<ul style="list-style-type: none"> • Participate in the MERIT program
September	<ul style="list-style-type: none"> • Plan a membership recruitment drive • Develop member committees • Hold a chapter meeting and committee sign-ups • Submit dues to the National Center
October	<ul style="list-style-type: none"> • Hold a chapter meeting • Promote competitive events and have students begin preparing/studying • Plan an induction ceremony for new members
November	<ul style="list-style-type: none"> • Hold a chapter meeting • Promote American Enterprise Day • Promote Prematurity Awareness Day • Participate in a local competition • Attend a National Fall Leadership Conference (NFLC)
December	<ul style="list-style-type: none"> • Organize a community service project • Plan a social event for your chapter members • Hold a chapter meeting • Promote the LEAD Awards to all members
January	<ul style="list-style-type: none"> • Sponsor a second semester recruitment drive • Hold a chapter meeting • Attend a District/Region Leadership Conference, if applicable
February	<ul style="list-style-type: none"> • Celebrate Career and Technical Education (CTE) Month • Celebrate FBLA Week using the Adviser Toolkit for ideas • Start the Annual Chapter Activities Presentation • Invite a member of the community into your classroom to talk about a career in business • Hold a chapter meeting
March	<ul style="list-style-type: none"> • Pay all dues by the membership deadline • Plan a chapter trip and business tours • Hold a chapter meeting • Begin fundraising for the NLC
April	<ul style="list-style-type: none"> • Hold a chapter meeting • Attend your State Leadership Conference (SLC) • Register for the NLC • Encourage students to apply for the NLC scholarship
May	<ul style="list-style-type: none"> • Plan an end-of-the-year celebration • Elect new officers • Complete the Annual Chapter Activities Presentation • Sponsor a pizza/bowling night
June	<ul style="list-style-type: none"> • Attend the NLC

In-Depth Program of Work Template

A more detailed template for a Program of Work is included below to help you brainstorm your chapter's work for the year. It is designed for the purpose of giving you a variety of ideas and is not the expected number of activities.

[Click here to access the template via FBLA Connect](#)

FUNDRAISING

Why Fundraise?

Even the most innovative and enthusiastic chapter will not be able to implement its Program of Work without raising money. Many chapters purchase T-shirts for their members, name badges for their officers, and pins or different items for their members throughout the year, as well as hosting events or funding travel, all of which costs money.

Getting Started with Fundraising

- **Establish a fundraising committee** and appoint a chair.
- **Meet with your school administration** to discuss fundraising procedures, a calendar, financial requirements, requirements for forms, and how to secure project approvals.
- **Set a budget** divided into estimated receipts and expenses.
- **Set fundraiser dates** that don't 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 media outlets.
- **Incentivize students** by setting up accounts where a percentage of profits goes toward participants' travel expenses.
- **Turn in collected money** to the designated collector on a pre-set schedule. Retain receipts for your records.

Creating a Budget

Include a budget in your Program of Work (which includes the goals and activities that the chapter wants to sponsor during the year). Anticipating expenses will help you set, and reach, the goals outlined in your Program of Work.

Your State Leader and the National Center will be able to provide conference locations, dates, hotel rates, and registration fees for the current year. This information will help you plan transportation, hotel, and food expenses. Work with your officer team to develop a budget as you work on the Program of Work. As soon as the costs of conferences, hotels, etc. are known, work to set the per-student cost and share it with members and parents/guardians as early as possible. When planning for budget purposes, it may be a good idea to add 10-20% to costs year over year.

If your chapter would like to participate in chapter events such as American Enterprise Day, Partnership with Business Project, or Community Service Project, you'll need to budget for those projects, as well.

Questions to ask to determine if you should engage in an activity:

- Which FBLA goals does this activity reinforce?
- Will it be a business learning experience? How?
- What are the risks involved? Are they worth the benefits?
- Has it been well thought-out and carefully planned?

- How will funds be raised for this activity?
- Has your school administration been informed?

Where do I begin?

Begin by checking into the availability of funds from your school, business department. Also, be sure you check your school and school district's policy on funding, and make sure your fundraiser isn't too similar to another group in your school/community.

The budget is divided into two sections: estimated income and estimated expenses. This is a great way to involve your chapter officers and help them learn about finance and chapter management.

Think Outside the Box

There are many options for fundraising for your chapter. In addition to state and national partners, look for other opportunities in your community. Talk to your school about working the concession stands at sporting events, selling donuts to students in the morning before class, or hosting a walk/run. If your town has annual events such as fairs or festivals, inquire about your students serving as cleanup crew or event helpers in exchange for a donation to your FBLA chapter.

Community Partners

A great way to involve your members is by creating a Fundraising Committee. Committee members can approach area businesses and ask them to donate goods or services to your chapter fundraising efforts. Even if a business can't donate big items, you may be able to collect small items that you can give away as incentives at meetings and recruitment events. They may even be able to provide food for your meetings.

When asking for donations:

- Send an email, then follow up one week later with a phone call.
- Be polite.
- Tell them who you are and let them know you represent a nonprofit organization.
- Ask for what you need and not what you want.

Remember to follow up with a thank you card and acknowledge them as publicly as you can. Even if they are not able to donate, thank them for their time.

Prepare the members of the Fundraising Committee to reach out to businesses with role-playing activities, sample emails, and follow-up examples. When committee members begin approaching businesses, remember to be professional and project a positive image with proper business attire and preparation.

Finally, sponsorships are not only a good way to raise money for your chapter, but also a great way to begin working with the businesses in your community. The number one thing businesses want to know is what they get in return.

Be prepared to tell them what benefits they will receive, such as:

- Put their logo on your chapter t-shirt
- Tell them that their name will be on the press release about the project, activity, or trip

Fundraising Ideas

- **Host a Fundraiser at a Local Restaurant.** Many restaurants offer fundraising nights to student groups. Reach out to local restaurants or [check out one of the restaurants found in this](#)

[list](#).

- **Be Entrepreneurial.** Consider providing students with a hands-on opportunity for real-world experiences by encouraging students to identify needs in your community and then launch and run a business to fulfill that need.
- **Connect with FBLA Partners.** Companies such as City Pop and Country Meats offer a generous revenue-sharing program for chapters that sell their products. Learn more [here](#).
- **Host a Social Event.** Many chapters have found success hosting social events at their school and charging admission. Examples could be a talent show, food cook-off, fashion show, etc.
- **Work Concessions.** Many schools let student organizations work the concession booths at games to raise money for their organization. Consider checking with your school if there are opportunities like this available.
- **Sell Candy Grams** – Consider capitalizing on holidays by selling candy grams at your school.

Next Steps

There are many different ways a chapter can fundraise. Continue to do research and make a plan for your chapter's fundraising activities.

- Talk to other teachers in your school or FBLA advisers from other chapters for ideas. Ask what has worked for them in the past or what challenges they faced. Their experiences can be a great resource for you when planning and implementing your fundraiser(s).
- If you have multiple options for fundraising, let your officers/members help decide. If they feel they have a say in the decision, they will be more likely to engage in the fundraising activity.
- Make a plan and set a clear goal for fundraising.

COMMUNICATIONS

Publications

FBLA's Communications & Marketing Department regularly shares important information with advisers and members regarding FBLA policies, events, and other news.

Each week, we email the FBLA Adviser Alert with FBLA news, reminders about education and partner program deadlines, and partner discounts tailored to each division.

Six times a year, we publish [Tomorrow's Business Leader \(TBL\)](#), our flagship magazine. *TBL* features articles on student and chapter achievement, innovative programs, and partner initiatives, as well as news from the National Center, an alumni spotlight, and photos from around FBLA.

Has your chapter done something you think others should know about or could benefit from? Would you like to see your chapter's photos featured in *TBL*? Then complete the [Chapter News Submission Form](#) to share your news with the National Center; you may be featured in an upcoming issue or on our social media pages!

Additionally, do you have a former student who is doing something amazing? We are always looking to profile alums in *TBL* who will share their success story of how FBLA helped them professionally and advice they can give to today's members. [Email us](#) with story ideas so we can spread the word.

Brand Center

All chapters and divisions must now use the new FBLA logo in compliance with the Brand Guidelines. Please visit the [Brand Center](#) on FBLA's website for the Brand Guidelines, logo assets, templates, state lock-ups, and other materials to maintain a unified FBLA presence across the country.

FBLA Shop

The FBLA Shop offers official branded merchandise online. From chapter essentials to lifestyle products and business attire, the FBLA Shop has items to support your chapter's needs. For more information and to place a custom order, visit our [online store](#), contact Centricity's [FBLA customer service team](#), or call Centricity at 888-449-9667.

Follow Us on Social Media!



/Future-Business-Leaders-America

@FBLA_National



/FutureBusinessLeaders

WORKING WITH YOUR SCHOOL & COMMUNITY

FBLA presents many opportunities for you to nurture community connections for your students and your school, to promote the need for career and technical education in schools, and to build awareness of FBLA's mission nationwide.

Working with Your School

- Put up recruitment posters at the beginning of the new program year to invite students to attend an interest meeting. Look for other occasions throughout the school year to invite students to join a meeting.
- Invite your department chair and principal to join an FBLA meeting. Show them the great work your students are doing in your school and in the community. This is also a chance for them to offer ideas about how FBLA can help support school activities.
- Meet with school counselors before course registration opens for the next school year so they can have career and technical classes top of mind when they're talking with students about what classes to choose.
- Post your activities to social media and link to your school's social media accounts so they can share your news more widely.
- Pitch a story idea about FBLA to a student publication or the morning news program. Make sure you have a news hook such as a guest speaker or an event.

Working with Your Community

- Invite a member of your community as a guest speaker to talk with students about career opportunities at their company or in their field. This is a great chance for students to network and explore career options. Provide some background about the speaker ahead of time and ask students to come to the meeting with one question written in advance for the guest speaker. Offer the speaker a small token of your appreciation at the meeting and be sure to follow up with a handwritten thank you note signed by students.
- Offer to help a local charity or business with a community service project. This will not only help students learn more about their community, but it will demonstrate the important role businesses play in a community's overall success.
- Invite a member of your local School Board, county board, or other local government official to attend an FBLA meeting. This experience will showcase the value of FBLA in students' lives and be helpful for them to keep in mind at budget time.
- Share your accomplishments with the media. Write a pitch outlining your chapter's achievements at the end of the program year and share it with local media for a story.

NEXT STEPS

We hope this Chapter Management Handbook has been helpful as you get your FBLA chapter off and running this program year. For additional resources, please visit fbla.org and [FBLA Connect](#). The National Center and your State Leader are also ready to support you. Thank you for your dedication to FBLA and for inspiring and preparing the next generation of community-minded business leaders!

FBLA National Center

FBLA is headquartered in Reston, Virginia, just outside of Washington, D.C. FBLA Middle School is organized on local, state, and national levels, with five regions at the national level (Eastern, Mountain Plains, North Central, Southern, and Western). The National Center staff is available to guide advisers and serve as a resource throughout the year.

To reach the National Center, please call 800.325.2946 or 703.860.3334. To find a specific staff member, visit fbla.org and search by department for staff member names. Below are listed National Center departments and their responsibilities.

Awards & Recognition

National Awards Program (Competitive Events); recognition programs (Young Leader, Outstanding Local Adviser; Gold Seal Chapter Award of Merit; Businessperson of the Year; Honorary Life Member; Adviser Wall of Fame); scholarships and financial aid

Education Programs

Professional development; conferences; workshops; LEAD Awards (Middle School); Business Achievement Awards (High School); Excellence Awards (Collegiate)

Communications & Marketing

Tomorrow's Business Leader; fbla.org; social media; Leadership Community; media relations; email marketing; the FBLA Shop

Membership

Membership benefits (including MERIT Award), enrollment, and refunds; dues processing; adviser and chapter support; member data

Finance & Operations

Accounting; finance; human resources; operations

Office of the President & CEO

Board of Directors; governance; volunteer management; corporate relations, partners, and sponsors

Mailing Address

National Center Headquarters:

FBLA
12100 Sunset Hills Road, Suite 200
Reston, Virginia 20190

Remit Address ([W9](#)):

P.O. Box 79063
Baltimore, Maryland 21279

APPENDIX A – OFFICER ELECTIONS

Candidate Qualifications

All candidates must:

- Be paid members with active status
- Have attended at least one conference
- Have completed at least the BAA Contributor Award

Well-qualified and dependable officers are crucial to the growth of a chapter. Effective leaders will:

- Provide an environment where all members will grow professionally.
- Include all members in a dynamic Program of Work.
- Conduct the business of the chapter in proper parliamentary procedure.
- Maintain current records and minutes.

If you are considered for and qualified to apply for an officer position, we will hold an interview with you following your application submission.

Officer Duties & Responsibilities

As an officer, you are a member of the Executive Board. This officer team plays a vital role in planning projects, workshops, and events. Your main duty is to be a contributing and supportive member of the team.

1. All officers are required to attend all Executive Board meetings, General Meetings, and Local Officer Training.
2. Officers are expected to possess strong bases of knowledge about the organization and be able to intelligently discuss ideas and issues affecting the chapter.
3. Additional responsibilities of an officer include:
 - Prepare and present activities related to your office to the chapter.
 - Prepare and deliver appropriate presentations when asked to visit schools, conferences, and at business and civic groups.
 - Communicate with FBLA members.
 - Recruit new members and chapters.
 - Contribute ideas for improving our FBLA chapter.
4. Work closely with the adviser(s) and always keep them informed.
5. Officers shall serve as a model representative for FBLA public relations. Officers are called upon many times to make presentations before adult and student organizations and at times will need to miss school to represent FBLA.
6. Officers are required to complete at least one level of the Business Achievement Awards (BAA).

President

- Preside over all meetings according to accepted parliamentary procedure and prepare an agenda for each meeting.
- Keep members and discussion on track during meetings.
- Stay in close touch with other officers, members, and advisers.
- Call special meetings as necessary.

- Represent the chapter at special functions.
- Demonstrate the qualities of a leader.
- Plan and prepare documents for all activities.

Vice President

- Preside over meetings in the absence of the president.
- Oversee all committees or teams and management of assignments.
- Assist the president.
- Take charge of preparing the Local Chapter Annual Business Report.

Secretary

- Provide the president with an agenda for each meeting.
- Prepare the local chapter Program of Work (with collaboration from all officers).
- Prepare and read all minutes of meetings (preparing minutes means taking accurate notes of motions according to the state guidelines; such minutes should be readily available at all meetings).
- Read communications at meetings.
- Handle general correspondence of the chapter.
- Keep an accurate membership and attendance roll.
- Count and record votes when taken.

Treasurer OR Vice President of Financial Development

- Receive and act as custodian of chapter funds.
- Keep accurate, up-to-date financial records.
- Assist in the collection of money for dues and money-making projects, such as fundraising activities.
- Prepare a treasurer's report for each meeting.

Reporter/Historian OR Vice President of Communications/Public Relations OR Director of Social Media

- Prepare news releases or articles about your chapter's activities within one week of the event.
- Post information on the chapter's social media accounts, such as Instagram, and the chapter website.
- Maintain a history of the chapter.

Parliamentarian

- Ensure that chapter meetings are conducted in an orderly manner according to the rules of parliamentary procedure.
- Assist chapter members in understanding the basic purpose of parliamentary procedure.
- Advise the presiding officer and other chapter members on parliamentary procedure.

Candidate Application Questions

Personal Information

- | | |
|----------------|--------------------------------|
| • Name | • Current Year in School |
| • Home Address | • Graduation Year |
| • Cell Phone | • # of Years as an FBLA Member |
| • Email | • Birthday |

Application

Below are listed items that you must submit unless otherwise indicated. For each question, please limit your response to 150 words. Typed answers attached to this sheet are preferred.

1. Submit a one-page resume that highlights your leadership experience, skills, and other offices held.
2. Submit a list of classes you will be taking next year. Be sure to indicate any free periods that you have where you are willing to contribute to and work on FBLA activities. Specify if this free period is something that you are willing to donate permanently or temporarily.
3. What have you done as an FBLA member? (List all conference awards, BAA awards, school service, etc.)
4. What would you bring to the Executive Board?
5. What other extracurricular obligations will you have next year?
6. If you were elected as an officer, what would you want to accomplish first?
7. Serving as an officer is a major commitment of time, energy, and resources. Describe the arrangements you have made to ensure you can dedicate adequate levels of each if elected (e.g., are rides a problem for you?).
8. If you have any additional information you would like us to know, please include it in your application. Limit all information to one page.

APPENDIX B – NEW MEMBER INDUCTION & EMBLEM CEREMONY

Purpose

The New Member Induction Ceremony is used to inform and inspire new FBLA members about the purposes of our organization while providing an opportunity to develop presentation skills for officers.

The presentation of the emblem, displayed below, is part of this ceremony.



Methods of Presentation & Script

- Many chapters make a large emblem on construction or tag board. They then cut out the different pieces and affix them to the tag board with Velcro or tape.
- Another option is to create a PowerPoint presentation of the FBLA Crest Ceremony

As an officer speaks about each part, they complete the “puzzle” of the crest. Once the ceremony is done, you will have a completed crest!

Script

Chapter President:

(Raps the gavel once for the group to come to order)

Welcome to the Induction Ceremony for Future Business Leaders of America (FBLA).

FBLA’s mission is to inspire and prepare students to become community-minded business leaders in a global society through relevant career preparation and leadership experience.

I would like to start by introducing each of our local chapter officers. *(Have each officer stand as the Chapter President introduces each officer by name and title).*

Thank you, officers.

Would our chapter secretary please bring those members who would like to join our chapter forward?

Chapter Secretary:

(Guides New Members to the front of the room as a group)

Mr. or Madam President: These candidates have expressed a desire to become members of the *(name)* chapter of Future Business Leaders of America (FBLA).

Chapter President:

(To the candidates)

We accept you as candidates for membership in the *(name)* chapter of Future Business Leaders of America. Before you become members, however, let us consider the three parts of our Delta logo.

(Reporter displays FBLA Delta symbol)

The Delta represents:

- FBLA's commitment to the ideals of service, education, and progress.
- FBLA's three divisions: Middle School, High School, and Collegiate.
- The change and progress our student members experience as part of FBLA.
- The importance of each piece of the whole coming together to achieve success.

Let's take a closer look at the three words on our crest, starting with Service.

Chapter Vice President:

The word "service" denotes the idea that every individual should be interested in taking responsibility for promoting better social, political, and family life.

(The "SERVICE" element of the emblem is displayed by the Reporter.)

Community Service activities help the chapter get involved using our business leadership skills to contribute directly to the school and community.

Members recognize the importance of being responsible citizens and form networks with business and community leaders.

They also gain the experience of managing a project outside of the classroom environment.

Our FBLA National service project is the March of Dimes. We have had a successful partnership for more than 45 years. During that time, our members have raised more than \$15 million.

Chapter Treasurer:

The word "education" is symbolic of the idea that education is the right of every individual.

(The "EDUCATION" element of the emblem is displayed by the Reporter.)

Education activities increase a member's knowledge of various business careers, providing valuable career orientation and goal-setting opportunities. Guest speakers, panel discussions, and business-related presentations are used as instructional tools in chapter meetings and activities. Field trips and business tours demonstrate first-hand what has been discussed in the classroom or at a meeting. Many chapters develop special events to observe American Free Enterprise Day, which is November 15. Some of the activities that they plan include job shadowing, mock interview experiences, and special business guest speakers.

Chapter Parliamentarian:

The word “progress” represents the challenges of tomorrow, which depend on mutual understanding and cooperation of business, industry, labor, religious, family, and educational institutions and by people of our own and other lands.

(The “PROGRESS” element of the emblem is displayed by the Reporter.)

Our members are making progress by partnering with business, education, and civic organizations to earn scholarships, partnerships, and opportunities.

Chapter Vice President:

Now, let’s focus on the words that make up our name, beginning with Future.

The word “future” reminds us that the future of the world depends upon the quality of leadership that we are able to produce, and we in FBLA will be the business leaders of the future. We must learn to recognize the situation in which our individual talents will be useful.

(The “F” element of the emblem is displayed by the Reporter.)

In FBLA, we will find the tools to prepare us for the future. We will profit from the experiences of others, those who have preceded us, as well as our advisers and others with whom we network. Our studies and activities will help us meet changing conditions and further our understanding of the world’s varied economic systems.

Chapter Secretary:

The world of “business” is our world. To be successful in business, a person must be educated both formally and informally in business methods and procedures and in the basic principles of our economic system and government.

(The “B” element of the emblem is displayed by the Reporter.)

We realize the importance of education and training in business methods and procedures. We embrace the entrepreneurial spirit and free enterprise system that makes the American Dream accessible and possible for everyone. We appreciate the role of business in our daily lives.

Chapter Treasurer:

The word “leaders” represents the search for knowledge in order for us to become better citizens. This knowledge will prepare us for the great task of leadership ahead.

(The “L” element of the emblem is displayed by the Reporter.)

Optional Additional “Leaders” Message: The future of our country depends on the quality of Leadership. Leadership implies honor, vision, innovation, dependability, tact, competence, discretion, and integrity. A leader must listen, withstand criticism, and be flexible. A leader accepts failure in stride but is willing to profit from it. As members of the Future Business Leaders of America, it is our duty to prepare for the enormous responsibility of business leadership in the years ahead.

Chapter Vice President:

Finally, we think about “America.” The future of America depends on our generation. We should pledge ourselves to use the abilities that we have to make America a better place for everyone.

(The “A” element of the crest is displayed by the Reporter)

If the United States is to remain a world leader, intelligent people are needed to guide our country by studying our past, analyzing our present, and preparing for the future.

The initiative and success of leaders in business will help us shape the future of America. Through FBLA, we will strive for leadership in the field of business, thereby helping to strengthen our great nation.

Chapter President:

All the words together stand for “Future Business Leaders of America.” The emblem stands for our organization which provides opportunities for each member to become a leader of tomorrow.

(Raps the gavel and presenting members are seated.)

Optional Conclusion to the FBLA Emblem Ceremony:

- Recite the FBLA [Pledge](#) & [Creed](#)