

COLORADO FBLA TODAY

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CHAPTER ACTIVITIES AND MEMBER ENGAGEMENT

The October Newsletter highlights an article written by FBLA member Sam Andrews as well as articles written by the state officers on the importance of creating a community, passion, opportunities, and engagement. Be sure to see the last page for upcoming dates and events!

LEADERSHIP KICK-OFF

This year's Leadership Kick-Off was a huge success! The 500 plus students in attendance got to enjoy workshops hosted by CTSO officers, a wonderful public speaker, and a delicious lunch! Your State Officers ran workshops on advocacy, communication, member engagement, financial literacy, and recruitment. It was so wonderful to see all the FBLA members in attendance and we hope to see even more next year!



BUSINESS OF BASEBALL

The students who attended Business of Baseball had such a blast! The Rockies staff gave a wonderful presentation about their backgrounds and current roles as well as answered some of the student's questions. Attendees also got to spend time in the stadium and even watch a game! A huge thank you to the presenters and Rockies staff that made the event possible!

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NEW YEAR NEW MEMBERS AT PLATTE VALLEY

By Sam Andrews

FBLA has started another year and with that means new members. The chapter officers have planned a variety of activities to attract new members and retain our old ones.



Minute to Win It games at Freshman Orientation

The first activity of the year started with freshman orientation. During a session of their tour, the freshmen were allowed to go into the cafeteria to check out different clubs and organizations. The FBLA officers provided Minute to Win It games where freshmen were given candy and FBLA Benefits handouts.

Fun Fruit Roll-up pun to attract Business students.

Then to reach out to all of the students in business classes throughout the year, we sent messages and treats to everyone registered throughout the year. Our theme for this was “We like the way your roll” and we added a Fruit Roll-Up with it.

The officers also had a chance to go into all current business classes and present the benefits of FBLA and their favorite memories. Our president also emailed all former members to invite them back to FBLA. All of these invitations were for our informational meeting where we had Walking Tacos and fun!



Coffee-themed bulletin board created by Bree

We also really pushed our introductory theme... “FBLA does a latte, come brew your leadership skills with us!” We put up a bulletin board and sent out social media posts with this theme, then on one of our Friday meetings, we had coffee and coffee cake while reviewing membership paperwork.

Through all of these recruitment activities, we’ve seen a lot of interest in FBLA. So as kids are still signing up, we hope to see a great increase for Platte Valley FBLA.

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KEEPING MEMBERS ENGAGED

By Kyndal Richards

Keeping members engaged in your chapter can be fun while challenging. First, I strongly recommend having a recruitment night and make sure to include food or a prize. Give members a motive to want to go and stay engaged. Have you chapter work on chapter actives together to keep them easier for everyone and not super difficult for one person. To keep your chapter involved, have monthly meetings where you give updates on what is happening in FBLA but add something to make the meetings enjoyable for everyone. Everyone has their own chapter actives, but the key is to find what works best for your chapter and stick to that!

While every FBLA chapter wants to attend conferences, the price can become very expensive. Finding fundraisers that offer a good profit while still giving out something to everyone who has supported you can be difficult. One idea is to sell calendars to local businesses and put their ads and pictures of your school throughout the calendar this way you are advertising for yourself and their business. Another idea is to sell food of some sort because everyone loves food, and many businesses are willing to work with you, so you make a profit, and the consumers get tasty food. Lastly you can sell school merch to get everyone wearing your school wear around but also you can make a good profit from this because many people are on the lookout for school clothing to wear. All of this would not be possible without your community though!



Kyndal Richards
and Charitha Kunapuli
interacting with members at
LKO

Your community will support you throughout your journey. When going to ask people in your community for money remember to look professional, use your manners, and give a clear explanation of what you will be using their money for. Remember some companies were hit hard with the pandemic and may not be able to support you but stay respectful. Give companies a shout out if they did help you because you can advertise for their company very easily and quickly but still show how much you appreciate them and their commitment to your chapter. Remember FBLA has so much to offer so stay engaged, promote for your chapter, fundraise, and be known as respectful chapter!

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CREATING A COMMUNITY

By Sam Heath

FBLA creates some of the best memories and strongest communities. How can you make this possible in your chapter? Of course the State Leadership Conference and the District Leadership Conference are fun experiences with your chapter. Even at the local level, there are many ways to create a strong community. This community can create long-lasting friendships and connections.

Building a community takes place through many activities. Recruitment nights in the first months of school attract members and are a great way to kick-off the year. Recruitment nights include a movie night, game night, informational night, or even a kickball night. After recruiting members, reach out to them about doing team events. This allows them to get to know each other and create friendships. Also, having practice nights before conferences to learn about others' projects is a good way to get to know each other's interests.

Throughout the year, involve the entire chapter in many areas of FBLA. Ask them to complete Chapter Challenges, encourage them to do BAA's, and attend community service events. Let members know about all the benefits these activities have. For example, many high schools require a certain number of hours of community service to graduate. Or, inform them about how BAA's allow you to go to conferences. Involvement allows you to be recognized at conferences for all your hard work. Tell people about your fun experiences doing competitions and going to SLC or even NLC.



Pizza Recruitment
Party at Idalia High
School with Sam Heath

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WE LOVE TO HEAR FROM YOU!!

PICCOLLAGE

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WHAT MAKES A CHAPTER THRIVE

By Jane Griffin

It's a new year in your chapters. You've likely already met with your chapter a few times, but what are some activities, events, and opportunities you can provide for members to keep them engaged throughout the year as well as have a wonderful time with them? Luckily there are a wide variety of things you can do to help your chapter stay engaged and interesting throughout the year.

At the beginning of the year, hosting a recruitment event and having many engaging and eye-catching events is a great way to attract both new and returning members. Some examples include having an ice cream social, a barbecue, a game night, or a movie night. While these activities may not directly relate to FBLA, they are a great way to both attract new members as well as encourage returning members to come. These activities also help students to create social connections and networks with each other, further encouraging them to stay engaged. Once you have your members engaged at these attractive events, the struggle to keep them engaged throughout the year begins - and a great way to avoid this is to give everyone a list of your events you have planned! Start now planning your major events throughout the year, and keep them spread out - include fun community service activities, competition preparation, social activities, and whatever else you can think of to keep members engaged!



Jane Griffin passing out invitations to the first FBLA meeting at Arapahoe High School

When your members have an outline of what they can look forward to in the upcoming year, they will feel more inclined to keep returning throughout their FBLA experience.

Finally, these activities, opportunities, and events may sound fun, but what truly makes them attractive is your chapter culture. This includes members, advisers, and officers being excited at events, as well as having a positive attitude, traditions that returning members can always look forward to, and chapter goals that your members are ecstatic to work towards. What makes FBLA chapters work is the unique community and culture that each individual chapter creates - and this is heavily impacted by each individual member! Be involved and excited now - no matter what your chapter role may be - and you will play a key part in building a community and culture that attracts more students to join FBLA and have a wonderful experience. Always remember that you can make an impact!

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CULTIVATE SUCCESS

By Breanna Wilson

In order to cultivate success within your chapter, to make the most out of the coming year in FBLA, you have to start with passion! Think about it: passion is a powerful thing. With it, we have a purpose, a reason to dedicate ourselves, our time, and our energy. Without it, we are left with no motivation to chase our ambitions or conquer our challenges.

This is why it is so important to get everyone in your chapter excited about being involved in FBLA. There is so much that this organization has to offer, so many resources to learn, and so many opportunities to contribute and have an impact within your community! However, you can't expect anyone to be engaged and take advantage without a reason to be. A good first step is goal setting as a chapter. Through this strategy, you are building a vision for your chapter members to unite and work towards! Having a "why," being able to picture the outcome of your hard work, makes it a lot easier to have enthusiasm around it.

In order to grow your chapter, you need to have a recruitment goal, with actionable steps to reach it! For example, you can host a chapter recruitment night, with games, food, and friends! If you want to be financially sound as a chapter, you need to have a fundraising goal, with planned fundraising events and a budget to be successful. The same concept can be applied to anything you want to accomplish as a chapter. Any goal you have—completing the Champion Chapter and Peak Awards, getting more people to complete the BAAs, bringing everyone to the State Leadership Conference— is possible, with clear expectations and a plan to get there.



Breanna Wilson giving
a Star Member Award
to Lexi Feske at
Burlington High School

While exploring career interests, making a difference, networking, and growing as a leader are appealing ideas— great reasons to invest yourself in FBLA— they don't resonate with everyone if there isn't some fun along the way. What can you do to make the hard work exciting? This is another element to consider when planning your goals. It's super important to have fun chapter social events every once in a while! Come together as a chapter to decorate pumpkins and dress in costumes for halloween, or bake sugar cookies and watch movies for Christmas! Maybe host an ice cream social, a dodgeball tournament, or anything else that will allow your members to create memories and relax.

Hopefully, if you were lost on how to move forward with your FBLA chapter, you now have some direction! Start with a plan, take some action, and see the positive results within your chapter!

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DEADLINE: OCTOBER 15

SCHOLARSHIP DRESSED TO IMPRESS!

Click here for information



<https://coloradofbla.us16.list-manage.com/track/click?u=abcce50259f3bdd4d7611218a&id=13ba20a620&e=8e0c66f2c>

**Check out
the 2022-2023
Colorado FBLA
state theme!**

**Build
Your
Brand**



IMPORTANT DATES

October

- October: Business Battle (Virtual/Online)
- October 8: District Officer Training, Virtual (9 am - 2 pm, by invite only)
- October 10: Colorado FBLA Membership Meeting, Virtual (7-8 pm)
- October 10 - December 16: Fall Stock Market Game
- October 11: Adviser Q&A, Virtual (4-5 pm)
- October 17 - November 11: FBLA LifeSmarts Fall Challenge
- October 18 - November 11: Fall Virtual Business Challenge

November

- November 1: SLC T-shirt Design Contest Deadline
- November 10: Shaping Success (Champion Chapter) Deadline
- November 10: FBLA Night with the Avalanche
- November 11-12: National FBLA Fall Leadership Conference, Denver
- November 14: Colorado FBLA Membership Meeting, Virtual (7-8 pm)
- November 15: American Enterprise Day
- November 17: Adviser Q&A, Virtual (4-5 pm)
- November 17: March of Dimes World Prematurity Day
- November 18-19: National FBLA Fall Leadership Conference, Orlando