



Colorado FBLA Program of Work: 2026-2027

State Theme: Grow Into Leadership

Our “Why”:

- **Goal 1: Service** – To assist and raise awareness of the organization within Colorado through community service, Alzheimer’s Association, Colorado Relief Fund, and fundraising.
- **Goal 2: Education** – To assist and raise awareness of the organization within Colorado through promotion of classroom activities, BAAs, PEAK/Champion Chapters, National FBLA education programs, financial literacy, and competitive events.
- **Goal 3: Progress** – To assist and raise awareness of the organization within Colorado through public relations, outreach, sponsorships, and advocacy.

Content Areas: Public Relations, Professional Development, Business & Industry Connections, Social Activities, Fundraising, Community Service and Advocacy.

SERVICE

Main Objective	Plan of Action	Content Area	Lead & Members
State-wide social media challenge	Promote a Colorado FBLA “Alzheimer’s Freeze Challenge” on social media to bring awareness to dementia and the Alzheimer’s Association. - Encourage participants to either post their own freeze challenge or donate - Feature one chapter during SLC	Public Relations, Community Service & Advocacy	Maci, Naomi, and Jacey
10,000+ hours of community service in FBLA across Colorado	Use Service Sunday forms to track service hours, with a goal of reaching 10,000 service hours for Colorado FBLA. Feature chapters that submit service hours on social media and at SLC	Community Service & Advocacy, Public Relations, Fundraising	Keegan, Dhruv, Aanya
Service Toolkit	Create a service toolkit about servant leadership, recommended service partners, and ideas on community service projects to post on our website.	Professional Development, Fundraising, Community Service & Advocacy	Sylvia, Gabby, Dhruv

EDUCATION

Main Objective	Plan of Action	Content Area	Lead & Members
Increase national program awareness	Promote National FBLA programs, instruct members on how to sign up and participate, and use social media to continue to promote all year long. • Dedicate one Monthly Membership Meeting to National Programs - how to sign up, mistakes to avoid, requirements to participate • Dedicate one Colorado FBLA Today newsletter to promoting National programs • Use social media for reminders about deadlines	Public Relations, Professional Development, Business & Industry Connections	Arjan, Ryan, Sylvia
Strengthen newer and developing chapters.	Identify newer and developing chapters across the state to prioritize for in-person or virtual officer visits. • Check-in with visited chapters to support their integration of new ideas.	Public Relations, Professional Development	Arshawn, Keegan, Lyza
Strengthen Entrepreneurial Literacy	Publish two "From Idea to Impact" posts per month on Colorado FBLA's social media platforms highlighting local entrepreneurs.	Public Relations, Professional Development, Business & Industry Connections	Arshawn

PROGRESS

Main Objective	Plan of Action	Content Area	Lead & Members
Create a Colorado FBLA podcast	Create an FBLA Podcast that highlights member experiences (competitive success, national programs participation, highlighting successful chapter initiatives) and alumni (learning about their career and how FBLA has helped them) Make the podcast available on multiple platforms, and work to align topics with that month's newsletter and Monthly Membership Meeting	Public Relations, Professional Development, Business & Industry Connections	Maci, Arjan, Naomi, Ryan, Lyza, Ren
Create a beginning of the year series to guide chapters	Develop a "First Thirty Days" series of social media challenges to help chapters with ideas on how to start their year successfully Challenges submitted can count for Peak Points and chapters can be recognized at SLC	Public Relations, Professional Development, Social Activities	Jacey, Gabby, Lyza

PRESIDENT'S COUNCIL

POW will be created and posted during the fall semester

Main Objective	Plan of Action	Content Area	Lead & Members

MIDDLE SCHOOL COUNCIL

POW will be created and posted during the fall semester

Main Objective	Plan of Action	Content Area	Lead & Members