



Colorado FBLA Program of Work: 2025-2026

State Theme:

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 financial leadership activities (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, Financial Leadership Activities, Community Service and Advocacy.

SERVICE

Main Objective	Plan of Action	Content Area	Lead & Members	Dates
Continuation and promotion of Service Sundays	Promotion of Service Sunday and recognize best service activity <ul style="list-style-type: none"> Hold monthly themed challenges with special recognition 	Public relations, business and industry connections, social activities, community service and advocacy	Annabelle Addi	
Promote fundraising	Biannual fundraising weeks with a three-part challenge progression including ideation, creation, and implementation	Financial Leadership Activities, Public Relations, Professional Development, Community Service	Ayan Zach	
Promote spreading awareness in communities	Encourage students to speak up in communities through a means of social media, awareness events, or service activities <ul style="list-style-type: none"> Quarter 1: Alzheimer's Awareness & Aging Support) Quarter 2: Hunger & Housing Insecurity Quarter 3: Mental Health & Self-Care 	Advocacy, Community Service, Public Relations, Professional Development	Norris Lynn	

EDUCATION

Main Objective	Plan of Action	Content Area	Lead & Members	Dates
Enhancing National Program Success	Consistently promote registration and success in National FBLA programs: <ul style="list-style-type: none"> Utilize social media for sustained registration reminders and resource sharing. Feature newsletter segments highlighting national program experiences and benefits of participation. Share information and encourage participation through creating flyers for in person visits. Create a National Programs toolkit. 	Financial Leadership Activities, Professional Development	Alexa Sylvia	
Building Chapter Connections	Forge bonds between chapters through participating in common events: <ul style="list-style-type: none"> Unique event hosted by district officers for each Colorado FBLA district. Advertised via social media platforms for district awareness 	Public Relations, Social Activities, Professional Development	Lynn Ayan Lexi	
Parent Outreach	Create a parent involvement toolkit: <ul style="list-style-type: none"> Promote parent understanding of FBLA and its opportunities. Include scenarios for parent engagement (mock tournament guide, info session guide, sample emails, etc). Increase awareness of volunteer opportunities. 	Business and Industry Connections, Social Activities, Public Relations, Professional Development	Lexi Addi	
Financial Literacy	Continue the Financial Friday series with monthly posts and two financial literacy social media challenges. <ul style="list-style-type: none"> Ensure winner recognition. 	Financial Leadership Activities, Professional Development	Norris Isabella	

PROGRESS

Main Objective	Plan of Action	Content Area	Lead & Members	Dates
Launch reel series to promote member-state officer transparency and answer FAQs	Series One: State Officer Saturdays <ul style="list-style-type: none"> • Work to promote member-state officer transparency by showcasing everything the state officers do day to day. • Each Saturday, we post a reel showcasing a day in the life of an individual officer or group vlogs at different events (training, conferences, chapter visits, etc.) 	Public Relations, Professional Development	Isabella Zach	
	Series Two: "What Do You Wanna Know?" Wednesday <ul style="list-style-type: none"> • Videos would be responding to FAQ's straight from members, current events, and alumni/member POVs. 	Public Relations, Professional Development	Alexa Aspen	
Promote Awareness of Middle School Chapters	<ul style="list-style-type: none"> • Create a guide for involvement on the Middle School Level. • Interview members on their experience in Middle School FBLA • Would like to have done before the start of school or in December at the latest, leading to not much for this group to be doing after then, any ideas as to how we can use this time more efficiently? 	Professional Development	Sylvia Aspen Annabelle	

PRESIDENT'S COUNCIL				
Main Objective	Plan of Action	Content Area	Lead & Members	Dates

*President's Council POW to be added after the council is selected and has developed their initiatives.