

# THE ULTIMATE JOURNEY

## TO A STRONG FCCLA CHAPTER

### MEMBERSHIP RECRUITMENT

Starting a new FCCLA chapter? Looking to give your chapter a little boost? Check out the membership recruitment strategies listed below. Using one (or more) of these strategies can be just what your chapter needs to start off strong!



### 1 PROMOTE & ADVERTISE

Spread the word about how incredible FCCLA is! Hang posters and flyers throughout your school showcasing all the great you do. Or better yet, volunteer to speak with incoming freshmen and middle school students promoting FCCLA!!

### 2 INCENTIVES

Who doesn't love win? As a chapter officer team, set goals for your members. If you reach your goal, **CELEBRATE** with a pizza party, ice cream social or a fun prize give away!



### 3 STAR EVENT SHOWCASE

Show off the great work you have done with a 'STAR Event Showcase' event. Ask members in your chapter who have competed in a STAR Event to share what they have done. Share all the fun possibilities of FCCLA!



### FUNDRAISING

Starting a new FCCLA chapter with little to no funds can be a challenge. Take advantage of some of the 'FUN-draisers' your chapter can participate in.

- Bake Sale
- Raffle
- Work Concession Stands
- Pancake Breakfast
- Car Wash
- Host a Lock-in
- Sell Candy Bars
- Brat Fry
- Bowling for Bucks
- Host a Fun Run
- Host a Movie in the Park
- Sell Coupon/Discount Cards



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## CHAPTER ACTIVITIES

Sponsoring chapter activities each month is a great way to excite your members about FCCLA! Incorporating fun activities will keep your members coming back for more. Shared below are some fun activities you and your chapter can do!

- **Trips;** Visit a local business, college or an area attraction
- **Potlucks;** Host a potluck during lunch or afterschool
- **Games;** Include friendly competitions during your meetings ("Minute-To-Win-It" games, a scavenger hunt, trivia, ect.)
- **Socials;** Incorporate different social activities where members can learn a new skills (Cooking, crafts, sewing, painting, ect.)
- **Movie Night;** Sponsor a movie night at your school for your members and their family/friends



QUICK TIPS

To increase member participation, implement a point system. Members earn points for each activity or event they participate in. At the end of the year, reward members for their involvement.

Being active in the community is a fun way to get your members involved, while also promoting FCCLA! There are many ways your chapter can make a difference:

- **Elderly Empathy:**
  - Raking-a-difference; Have members rake elders yards.
  - Bingo night; Have a group of students stop by and play games with residents in the nursing home.
  - Nursing home prom; Host a dance for the elderly and get members to participate.
- **Community Care:**
  - Toys for Tots Collection; Host a school-wide collection of toys to be donated to the Toys for Tots program.
  - Put together Thanksgiving or Christmas dinner gift bags for the community.
  - Highway clean-up
- **Kid Kindness:**
  - Host an Easter egg hunt for elementary students
  - Lunch with Santa
  - Tutor time; organize members to tutor you local children.
- **Teacher appreciation gifts**
- **Host a blood drive**
- **Random acts of kindness:** Spread happiness by asking members to pass out stickers of little notes to people in your school.

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