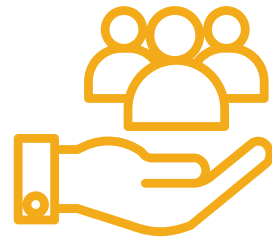


# A GUIDE TO COMMUNITY SERVICE



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# Introduction to Community Service

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## What is Service?

One side of the FBLA Delta represents service. But what is service? It shows our commitment to the ideals of service which involves acts of help to give back to the community. In FBLA, we want our members to be socially responsible, which is essential to the business principles applied externally and internally through our organization. Creating a culture of active involvement in the community aligns with the core values of being a true business leader.

Outreach allows chapter members to connect with their community while addressing the current challenges. Service facilitates growth and development among participants focused on improving opportunities for growth, problem-solving, and commitment to the community.

Throughout this guide, we want to foster your passion for community service and provide opportunities for chapters to start getting involved! We understand that creating ideas to give back can be difficult, which is why Nevada FBLA has outlined steps to get your chapter started.



Credit: @wctafbla

# How to Find Outreach Opportunities

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## 1. Identify Your Goals:

Outline the desired audience you want to reach and the objectives to accomplish in your project. Include items such as how involved participants should be, resources needed to start, and issues your chapter is passionate about.

## 2. Research:

Based on the objectives your chapter would like to achieve, research organizations that can help you reach your goal. Be specific to the area of your focus. There are many opportunities you can get involved in, such as your school or community.

## 3. Create Your Lists:

Using your research, create a list of organizations that interest your chapter and can provide resources for accomplishing your objectives. From that list, create another list of project ideas to narrow down what would match your desired objectives.

# How to Find Outreach Opportunities

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## 4. Reach Out:

Draft a general message that can be emailed to the organizations you have identified. Include your chapter goals for outreach and ways your chapter can get involved! The more information provided, the better.

## 5. Execute:

Hold your chapter accountable for setting a date to execute the event. Publicize your project through social media.

## 6. Follow-Up:

After the event/project concludes, set up a debrief meeting to discuss what went well and what could have been done differently. Follow up with those you collaborated with and the organizations that supported your project/event.



Credit: @carsonhighfbla

# Maximizing Your Outcome

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**Here are ways that you can enhance your service experience:**

**Leadership Development:** Participating in outreach events allows members to take on leadership roles. Creating an event and executing it while helping others participate is a great way to grow leadership skills.

**Networking:** Collaborating with other chapters or organizations when planning community service projects is a great opportunity. This allows you to connect with the community and network with fellow business professionals.

**Applying Business Principles:** Organizing and planning an outreach event allows for the application of principles of business education. Budgeting, marketing, and organizational skills are significant components of business strategies.

**Experience:** Community service allows for hands-on experience in applying business principles. Experience from outreach projects can help FBLA members learn how organizations operate and address their social responsibility.

**Personal Growth:** Self-awareness is essential to giving back. Engaging with the community in different ways facilitates the growth of empathy and compassion. We can learn from these experiences and understand the needs of the community to continue giving back.

**Civic Responsibility:** Businesses are responsible for supporting community needs. Nevada FBLA supports these core values to encourage members to become invested in their community.

# Raising Awareness

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Being able to raise awareness for your outreach project is one of the most important parts of community involvement. In order to reach a wider audience, you must create a marketing plan. Here are a few steps to get you started!

## 1. Promote Content:

Students are best reached through social media. If you want to connect with other FBLA members you can find most FBLA members following our Nevada Instagram: @nevadafb1a. To help with chapter promotion, we encourage your chapter to create an Instagram for your school to connect with your members. You can promote content by pushing out a post every week leading up to your event. Become creative!

## 2. Build Relationships:

Interact with your current followers and members of the community. Start commenting under posts that are relevant to your event or that you want to appreciate! The more you make your page well-known, the more your page will show up on others' feeds!

## 3. Find New Audiences

Dig into your social media analytics! You can usually find the target audience you reach and the time that they usually interact online. Gauge your content to market your event to an audience that would be interested. Whether the event involves teenagers or seniors, you want to market your social media content to adjust to their wants and interests.

# Raising Awareness

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## 4. Email Outreach:

Emails are the best way to directly reach your target audience and can be one of the easiest platforms to use. Draft a formal email describing what FBLA is, how your chapter is involved, and the event that you are promoting. Give them ways to get engaged and explain the benefits of supporting your program.

## 5. LinkedIn Outreach:

When looking for business industry professionals to get involved with, LinkedIn is the ultimate platform. The app allows you to connect with business professionals who are interested in community service opportunities. Look for alumni or specific industries you would like to connect with.

## Community Involvement

Getting the community involved in your outreach project is another vital aspect of community service. There are a multitude of ways that you can help involve the community while planning the event or project. One example involves partnering with local businesses for resources. Another way to garner community involvement is to engage with neighbors, students, and non-profit organizations. Encourage communication and participation among a diverse body. Ensure community members feel fully involved with their participation throughout the process.



# Service Season

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**NOVEMBER 9th - JANUARY 10th**

## Champion Chapter

FBLA Service Season is a part of Champion Chapter that is completed for national recognition. This season occurs from November 9th to January 10th. As a part of our FBLA ideals, we want to be community-minded business leaders. This is another resource that lets you give back to the community while connecting with industry professionals!

This is also a great way to connect with FBLA Alumni and Industry Professionals! Some of the activities below entail different ways of serving the community. Also, partnering with local businesses can help your chapter branch out.

[Download the 2023-24 Service Season One-Pager](#)

**CHAMPION CHAPTER SHAPING SUCCESS FULL TABLE LIST**

[Nevada FBLA's Service Season Fillable Task Table](#)



Credit: @wctafbla



Credit: @wctafbla

# March of Dimes

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## FBLA Sponsor

March of Dimes is a non-profit organization that collaborates with FBLA as a youth fundraising partner. FBLA has been a partner for over 40 years, initiating community, state, and national fundraisers. March of Dimes improves maternal access to quality healthcare. They provide innovative research on ways to prevent premature birth, raise awareness of protective health policies, and protect the health of newborn babies and their mothers.

Here Are Some Ways to Get Your Chapter Involved:

- Coin-raising/Change Drives
- Silent Auctions (with items donated by local businesses)
- Baking Fundraisers (Bake sales, selling donuts, etc.)
- Walk-A-Thons or 5k Races



World Prematurity Day is November 17th. This is a perfect day to hold a fundraiser or service event for March of Dimes. The United States is identified as one of the most dangerous developed nations for childbirth because many mothers and infants suffer from disparities in our healthcare system. What is more threatening is that 1 in 10 babies in the United States are born prematurely every year. Advocating for maternal and infant health can help you get involved with the community and connect with our fundraising partner March of Dimes.

# March of Dimes

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## Ways to Connect

### Books for Babies

Collect books for parents to read in the Neonatal Intensive Care Unit (NICU) and/or books for big brothers and big sisters to enjoy while visiting their siblings.

Take the lead by hosting a virtual or in-person collection of books and donate the books to the March of Dimes NICU Family Support Program.

[Sign Up Here!](#)

### Gratitude Gifts for Healthcare Providers

Organize, purchase, or solicit in-kind donations for gratitude gifts & meals to send to healthcare providers, nurses, doctors, respiratory therapists, child life specialists, hospitality workers, lactation consultants, etc. Gratitude Gifts can include: lotion, gift cards, travel items, soap, mints, and more.

Nurses, doctors, and healthcare providers are heroes, and each of them goes above and beyond. Let's support them by showing our appreciation and providing a little extra support to help them keep going during these stressful times.

[Sign Up Here!](#)

# Example Service Ideas

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## Toy Drive

**Where:** School

**When:** During the Holidays/Christmas Time

**How:**

- Choose a nonprofit organization to donate to
  - Examples can be organizations such as hospitals, pediatric wards, or childcare centers.
- Set your drive date
  - Decide the time span of your drive, whether it is a day/week/month.
  - Ask the charity for a delivery date they need the toys. Decide your timeline - work backwards!
- Create a marketing plan
  - Push out the drive through social media posts and/or in-person flyers.
  - Announce the drive at lunches or over-school speakers.
- Put out donation bins
  - Make sure that the bins are large enough to store toys, and store them in a place that can be observed but is also easy to access.
    - Add your own donations to avoid empty bins.
- Tip: Using an online donation setup (i.e. wishlist) allows you to reach a larger audience.

**Goal:** By the end of this event, you will have used your business knowledge to plan an outreach event, with marketing components. You will also have helped children receive gifts for the holidays!

# Example Service Ideas

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## Park Cleanup

**Where:** Local Park

**When:** Anytime; Check Temperature

(Don't let members suffer in the heat or cold!!)

**How:**

- Choose a local park that is accessible to all participants
- Set your cleanup date
  - Make sure to check dates that should have nice weather. You want to avoid outdoor events while it is snowing or blazing hot!
- Create a marketing plan
  - Push out the park cleanup through social media posts and/or in-person flyers.
  - Make sure to include the time, date, and location.
  - Gather an estimate of who is attending.
- Gather supplies
  - Fundraise for gloves, garbage bags, and trash-picker tools.
- Execute
  - Plan a meeting spot for everyone to gather at the park.
  - Pick up trash for a set amount of time.
  - Take photos and post about the experience.
  - Make arrangements for disposal of the trash bags.
- Tip: Offer participants water and snacks before and during the activity to boost energy and motivation.

**Goal:** By the end of this event, you will have contributed to your community and made an impact on the environment. You also networked with other participants!

# Example Service Ideas

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## Teaching Financial Literacy to Students

**Where:** Virtual or In-Person

**When:** Anytime

**How:**

- Create a lesson plan for financial literacy
  - Lessons include budgeting, investing, earnings and savings, handling debt, how to write a check etc.
  - Make the lessons informational, fun, and at an appropriate level for students to understand.
- Decide whether you want to teach virtually or in-person
  - Meet at a local school or use Zoom/Google Meet.
- Reach out
  - Contact local elementary schools, middle schools, or high schools to offer the class.
- Execute your lesson plan, and get students to interact
- Tip: Include a fun activity that can relate to financial literacy while allowing students to network with each other!

**Goal:** By the end of this event, you will have increased students' business knowledge while helping them understand the importance of financial literacy at an early age!