

A Guide To

Large Chapter Membership

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Note from the Creators

For the purpose of this guide large chapters are chapters that have reached a consistent membership body of 31 or more members.

That is not to say that small chapters will not find information of value, but that instead this guide has been dedicated to addressing challenges that larger chapters might be facing in their membership.

This section of the guide will address struggles in engagement with members. The impact FBLA can have on your life is maximized by the effort you put into the organization and that can be a very large struggle.

Therefore, this section is dedicated to helping motivate members to dedicate themselves to maximize impact.

After understanding the foundations of engagement, you will begin to understand a more nuanced subject, incentive programs. These can be incredibly successful and contribute to a much greater membership experience and have a large impact on the success of your chapter if done well.



Note from the Creators

However, incentive programs are extremely difficult to create and maintain which is why this guide will provide an outline to help ease that burden.

Finally, FBLA being such a large organization has many opportunities that extend beyond the chapter level. Therefore this guide will bring state and national opportunities right to the doorstep of your members by breaking down the opportunities available.

Should you have any questions regarding anything discussed within this guide, please do not hesitate to reach out to the State Officers so that we can provide you with the support you need!

Sincerely,

Jack Hurley, Sophia Dai, Kyle Allen

Nevada FBLA Website



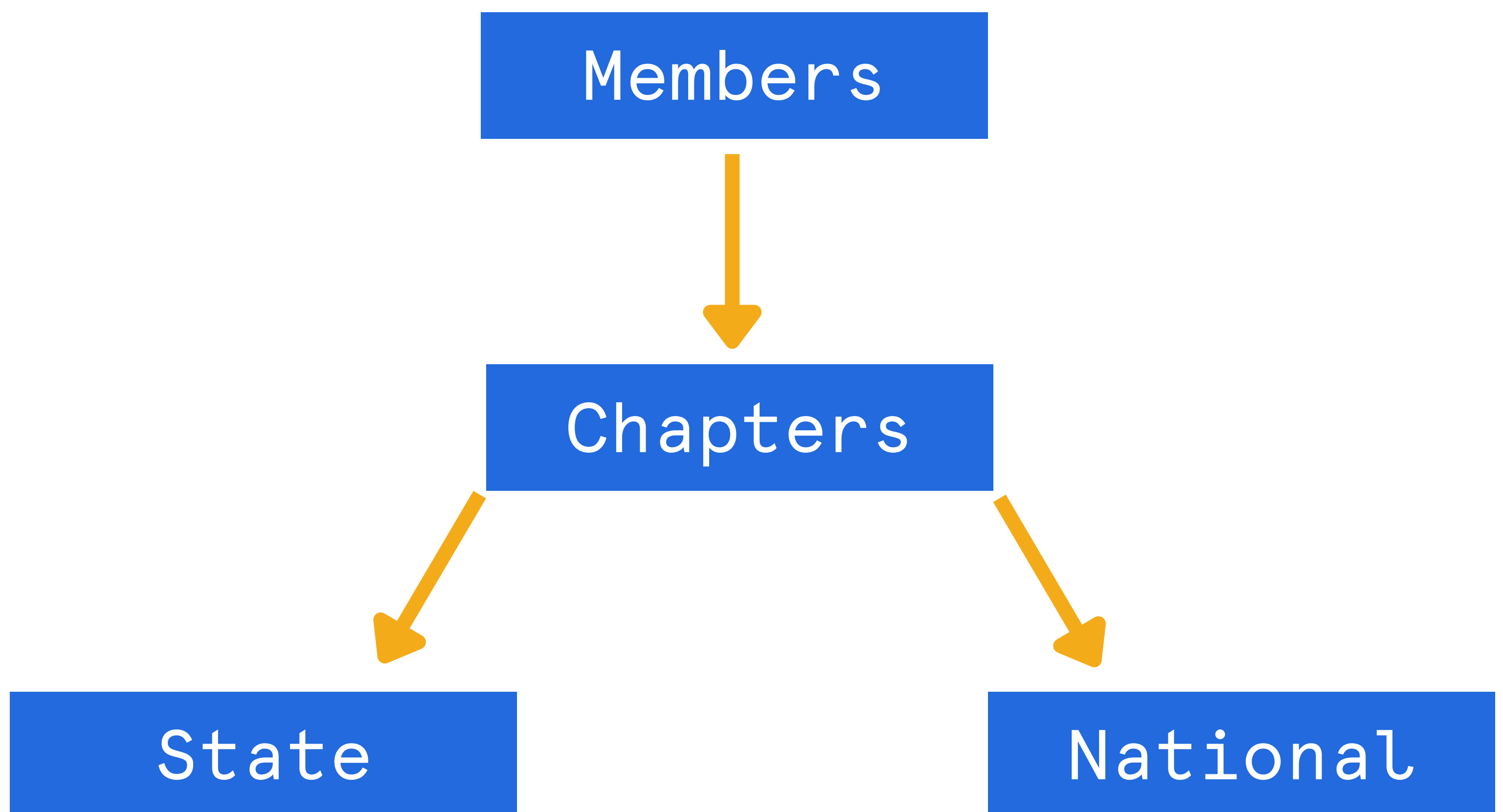
National FBLA Website



To Be Engaged

Creating a membership body is one thing, but creating a membership body that is actively engaged and getting the most out of their FBLA experience is entirely different. Engagement can be difficult because it requires active dedication and participation during chapter meetings, but there are a few ways to boost engagement within your chapter.

Participation comes in three forms



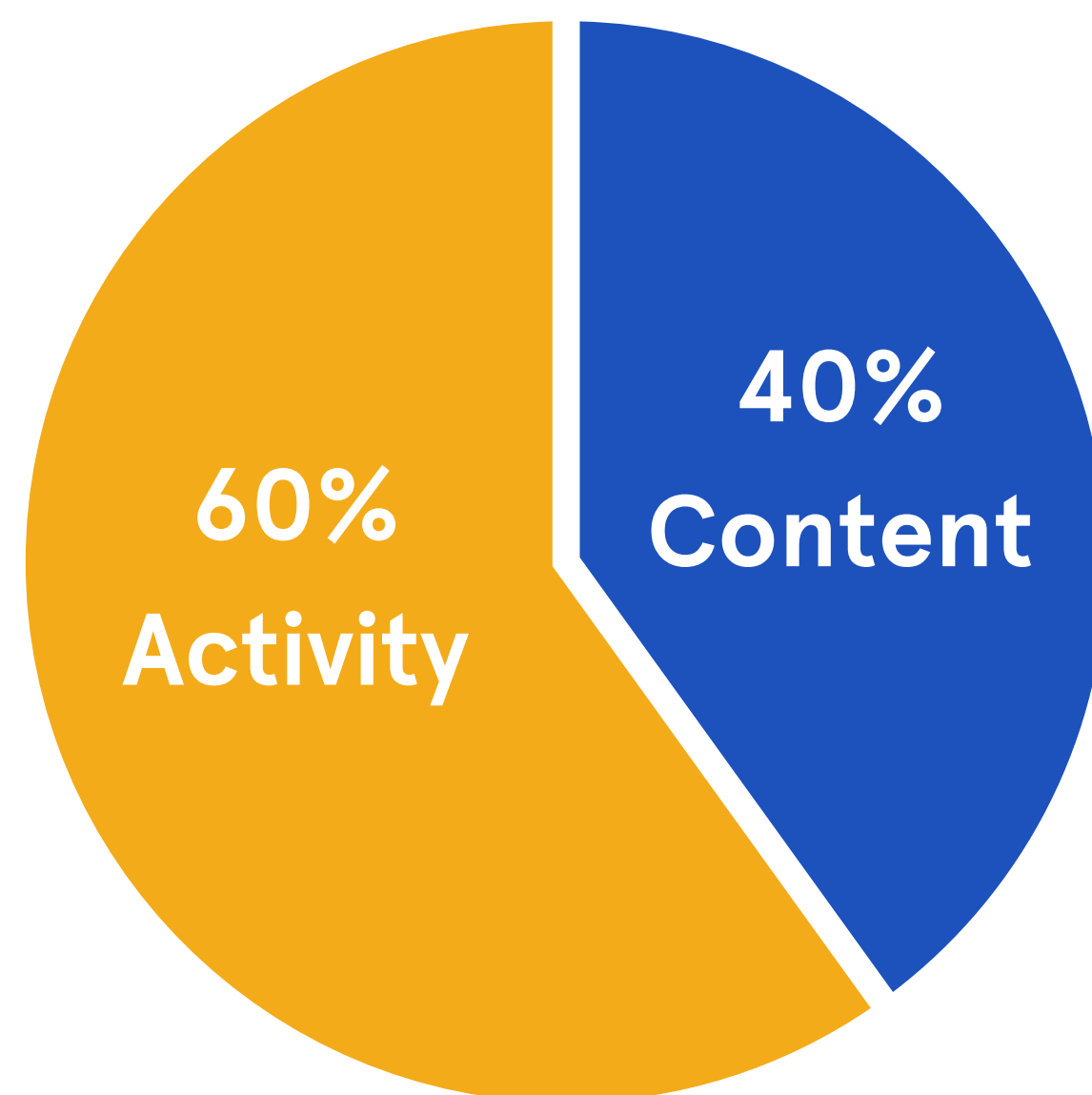
Your chapter officer team should lead by example by participating in state and national programs to help pave the way for engagement from members on the chapter level. By understanding this dynamic, it becomes much easier to boost engagement within your chapter.

To Be Engaged

Activity to Content Ratio

The first thing in creating a more engaged student body is understanding the activity to content ratio. **Content** refers to the informational and lecture portion of a meeting that is teaching different business, leadership, or soft skills. **Activity** refers to the time spent actively practicing the skills that you developed within the content portion of your meeting.

As a general rule you want to follow the 40 - 60 ratio. 40% of your meeting should be dedicated to communicating the information while the other 60% should be spent building connections and being active.



Content can be a little monotonous and uneventful. By having a larger portion of the meeting dedicated to a more exciting activity, you can keep members engaged and active. However, don't get too strict in following that rule and adjust your ratio to fit the needs of each meeting. To gain inspiration for what content to cover refer to the educational meetings section from the All About Membership Guide: Small Chapters edition!

To Be Engaged

Activity

A good activity gets members moving, engaging with others outside of their circle and is cleverly designed. Another thing to consider, but is not required, is competition. By fostering a healthy level of competition, you can increase the energy in the room. Below are a few activities that can be implemented in your meetings.

Paper Power (Meeting Topic : Leadership and Communication)



- Have your chapter divided into small groups preferably with 1 student from each grade. Then give each group 20 pieces of paper and 4 feet of painters tape. Then give them 5 minutes to brainstorm and 15 minutes to build the tallest paper tower.

Speed Pitch (Meeting Topic : Personal Introductions)



- Have your chapter get into 2 lines and face each other. Each pairing gets 30 seconds to introduce themselves as somebody famous. This quick activity is a great way to practice introductions and is excellent for competition preparation.

To Be Engaged

Interview Isle (Meeting Topic : Resume Building and Interview Preparation)



- Have your chapter members each create a basic resume on a piece of paper. Then have members go around switching off between interviewer and interviewee. Each pair practices their introductions and answering questions. Then switch roles. Repeat with at least 7 others.

The Pledge

A way that some chapters get members out of their comfort zones early on is through the FBLA pledge. By reciting the pledge at the beginning of each meeting not only do you create a consistent structure to your meetings, you also build in engagement.

For the pledge have members repeat after the person leading. The person leading the pledge should be a member who volunteered or was randomly selected.

This provides members with experience speaking on stage and creates a sense of community as they recite the mission of FBLA together.

I solemnly promise to support the mission of Future Business Leaders of America, abide by its Code of Ethics and Code of Conduct, and develop the qualities necessary to become a community-minded business leader.

FBLA Pledge

To Be Engaged

Icebreakers

Icebreakers are a great way to start a meeting and get your members moving and engaged early on. An effective icebreaker will make members more lively and promote connection with people outside of their normal circle.

To get the most out of the icebreakers that you prepare, it might be helpful to put stipulations on the groups members can form. For example, there has to be one person from each grade in a group to help members meet new people.

The icebreakers document contains many different icebreakers of varying lengths. Take a look at the list and choose the icebreaker that best fits your needs and the needs of your chapter!

Awards and Rewards

One of the best ways to get members engaged is through recognition. If members feel as though their efforts are being recognized it can make them more eager to participate and more likely to stay involved as the year progresses.

Icebreaker Ideas!



To Be Engaged

Rewards can come in the form of candy if a member wins the icebreaker or activity that takes place during the meeting. Providing snacks at the end of meetings also serves as an incentive to stay until the end. Many chapters also prepare welcome bags for their members as they step on campus. These goodie bags don't have to be extravagant and can simply contain candy, a sticker, and maybe a business card just as a simple gesture.

Awards are extremely successful in gaining the attention of members. It gives them something to work towards and can make them more goal oriented. Awards can be monthly, like member of the month, or they can come at the end of the year with examples being, "Most Dedicated Member," "Best Competitor," etc. Click on the certificate icons below to see the provided awards certificates.



Incentive Programs

While this may seem redundant as incentive programs are still about engaging members, they are entirely different from the simplicity of an icebreaker or swiftness of an award. Incentive programs require hard work, dedication and a proper execution. These year-long programs are not easy, but when done well can serve as a great way to create longevity and engagement in your membership.

What is an Incentive Program

Simply, an incentive program is a year-long program that utilizes rewards and goals to motivate members into participating, engaging and staying with your chapter. Incentive programs are a common way that stores and restaurants get consumers to return to their location because they have points or are close to getting a free item.

Creating an Incentive Program

The fun part is creating an incentive program. It gives you creative freedom to do and dream as much as you want. When creating your incentive program, it is important that you stay within the means of your chapter and you are realistic in your expectations. There is a formula that can be followed that will help you create your program. The formula of a successful incentive program can be summarized in 4 key questions.

Incentive Programs

Question 1

Ask: What do you hope to achieve? What is the ultimate goal of your incentive program, to grow retention, improve engagement, create a better membership experience? By answering these questions you can help tailor your program to your needs.

Question 2

Ask: What can my members do? If your goal was to grow engagement then in what ways can your members be more engaged? Within your incentive program you should also start implementing more opportunities to be engaged to help achieve your goal.

Question 3

Ask: What is the incentive? How are you going to motivate members? If they are meeting your goal then will they get candy, FBLA merch, or redeemable points? How are you going to get members to actively pursue the goal that you have set.

Question 4

Ask: What will keep members committed? This program should extend the entirety of the year. To prevent members from being disinterested, change the prizes every so often. Keep the program new and exciting for members!

By answering these 4 questions it becomes much easier to create your incentive program. These questions will provide a baseline in the creation of your program so you can focus on execution.

Incentive Programs

Executing an Incentive Program

Generating ideas is much easier than actually putting these ideas into action. However, because you are a dedicated FBLA member it can be done! There are stages of introducing an incentive program and these stages should be followed to ensure a proper execution.

6 Stages of Success

1. Officer Commitment

Your chapter officer teams need to be committed to making this program a success. Each officer should verbally express that they are willing to help make this program come to life as each officer will have a responsibility.

2. Division of Work

In this stage the work that is required to run the program should be divided. Whether that be an officer is in charge of getting the candy, or an officer is in charge of keeping track of each member's points. The work should be divided as evenly as possible.

3. Introduction

To create a proper understanding of the program within meetings, an entire meeting should be dedicated to explaining your incentive program. During this meeting give an official start date of the program.

Incentive Programs

4. Beginning

This stage happens once the first member is seen working towards the goal of the incentive program. Members will likely hesitate to start, but will slowly warm up to the idea of the incentive program as they see others participate.

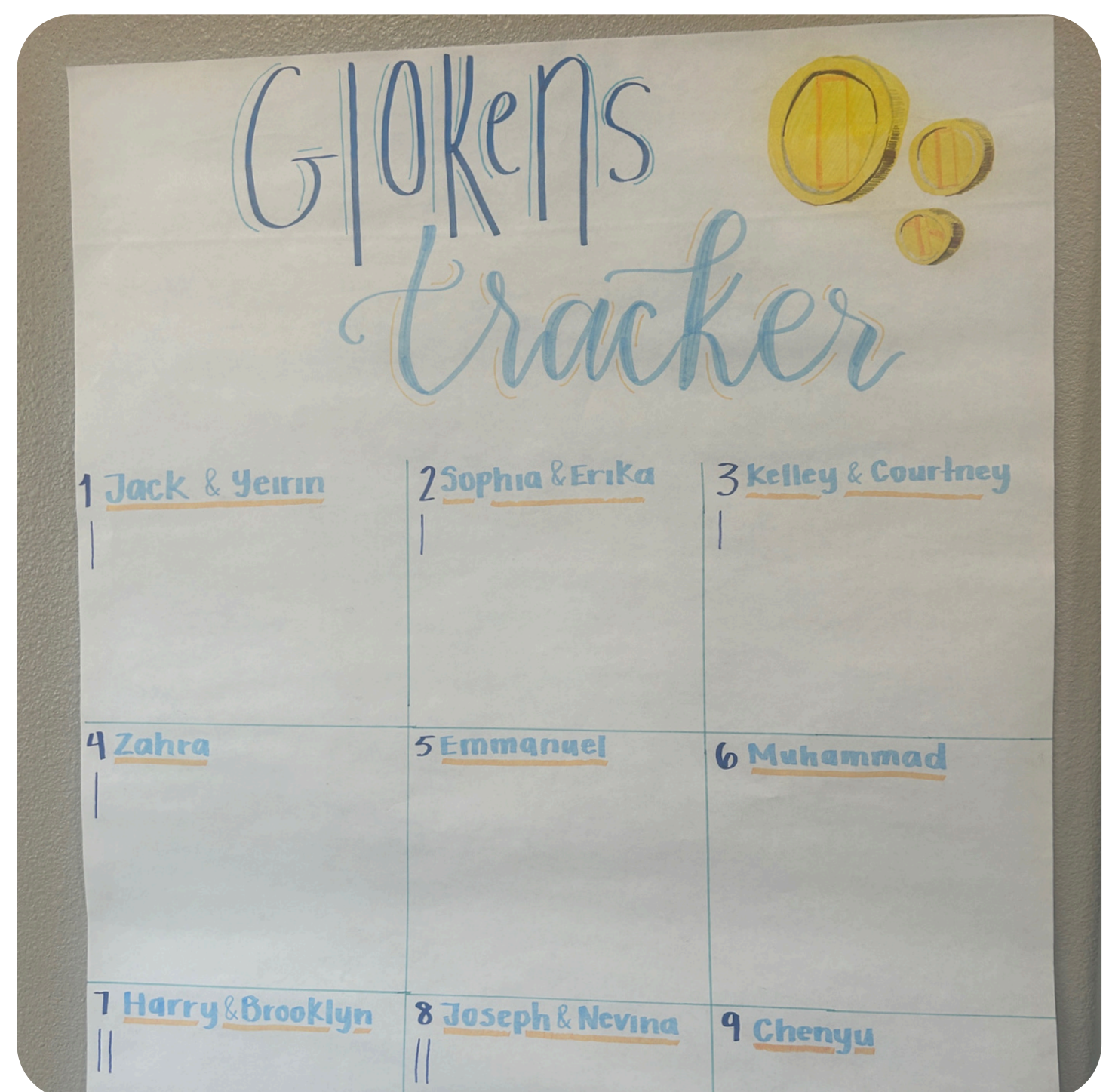
5. Success

This stage happens once the first member is seen reaching the goal of the incentive program. This will help pave the way for other members to follow in their footsteps. This is also when members will see the reward for their efforts.

6. Reevaluation

This is the final stage of the program. This should happen a couple times a year to see if the rewards should be changed or any other adjustments can be made to increase the effectiveness of the program.

It is important to understand while these stages are a great outline to work from, you must adjust everything to fit the needs of your chapter. For example, if your chapter has a position dedicated to membership incentives then the division of the work stage might have to adjust to accommodate the needs of your team.



WCTA Gloken Incentive Program

FBLA and Beyond

Beyond just the chapter level, FBLA has so much to offer, with programs that are both state specific and nationwide. Large chapters can explore so much and get involved in initiatives that develop skills beyond those within competitive events. These initiatives will improve soft skills, community service, and chapter engagement. The goal of FBLA is to prepare leaders in multiple aspects of life and these non-competition based initiatives can benefit members in a variety of fields.

Nevada has many opportunities for you to be recognized through scholarships and various awards.

Erin Hackman

Erin Hackman is a past Nevada FBLA State President whose life ended too soon. This scholarship is generously donated in her name from Nevada FBLA. Attending the National Leadership Conference comes with a price, so this scholarship assists members who want to take their competitive event to the national level by reducing their travel costs by \$100.



2024 Erin Hackman
Scholarship Recipients

FBLA and Beyond

National Business

Honor Roll

This recognition is given to those who share their future aspirations and how being a part of FBLA can contribute to these goals. Essentially, achieving this honor recognizes those who are driven and motivated to pursue an education and career within the business field.



National Business Honor Roll recipient 2023-2024

Chassey Ako Community Service

Chassey Ako was a former Nevada FBLA state officer and this award is given to someone nominated by their local chapter as a member who best demonstrates leadership through service.

Magnificent Member

Each month the state officer team chooses to recognize members who have been outstanding within FBLA for the past month. These members have done achieved much within their chapter and are recognized at the state level for their achievements.

FBLA and Beyond

Outside of being recognized, Nevada FBLA provides you plenty of opportunities for you to get more involved on a state level!

Chapter Visits

Chapter visits are how the state officers can be involved in your chapter. By requesting a chapter visit you can have state officers come visit your chapter and present a topic of your choosing! These visits can be done either virtually or in person!



West CTA Chapter Visit 2023



Nevada President's Council 2023-2024

Nevada President's Council

This council, created and run by the Nevada State President provides members with an introduction to working at the state level. It challenges those on the council to grow as a leader and take on larger responsibilities. This is a great way to level up in your leadership and involvement.

FBLA and Beyond

State Office

Being elected as a state officer is one of the largest honors a member can receive within Nevada FBLA. It is the pinnacle of what FBLA is within Nevada. This opportunity will help you grow not only as a leader, but as a person. It will provide you with opportunities and experiences that cannot be found anywhere else.



Nevada 2024-2025 State Officer Team

FBLA and Beyond

National Programs

FBLA has many different ways that you and your chapter can be recognized. Participating in these programs will help guide your leadership and help you to grow as a person.

1. Business Achievement Awards

Business Achievement Awards (BAA) are a culmination of four levels which improve leadership and service within members. The four levels can be completed in any order and include Contributor, Leader, Advocate and Capstone. Regardless of one's FBLA involvement, participating in BAAs can assist with soft skills, business knowledge and future preparation. For more information refer to the BAA's Guide created by the 2023-2024 Nevada State Officer Team.

2. Champion Chapter

Champion Chapter consists of a variety of activities created by the National Officer Team which when completed, will improve chapter service, progress and education, the three pillars of FBLA. Champion Chapter tasks are categorized in seasons, with each season helping grow your chapter in different ways. Chapters will earn recognition in levels of bronze, silver and gold for their Champion Chapter participation at the State Business Leadership and National Leadership Conferences.

FBLA and Beyond

3. Dress for Success Scholarship

This scholarship works to provide 3 people, 1 person from each membership division from each state with professional business attire. This is a great opportunity to grow your professional wardrobe. Be sure to look at the application with your Adviser!

4. NLC Scholarship

This scholarship provides winning applications with \$500 towards their National Leadership Conference expenses and provides a complimentary conference registration which is \$195. The application requires a resume, letter of recommendation, and one page essay. This is a great way to reduce your conference expenses, so that you can make the most of a great opportunity. Fifty applicants are chosen each year to receive the scholarship.