

GO FOR
THE RED

Membership Handbook



Family, Career and Community Leaders of America
1910 Association Drive, Reston, VA 20191 | 703-476-4900 | www.fcclainc.org



FCCLA Membership Kit



As you begin to build your FCCLA chapter this year, we hope you find this resource helpful in empowering students to Go For the Red – FCCLA Red! The key to a thriving chapter is having a group of engaged, active members. Officers and an adviser are important for many reasons, but without membership the chapter will struggle. To achieve the goal of an engaged, active membership, focus your efforts on the three FCCLA R’s of Membership:

- Recruit:** Bring in new members and their new ideas.
- Retain:** Keep current members and continue to grow in expertise.
- Recognize:** Acknowledge contributions and accomplishments of members and the chapter.

Recruit pg 2

Retain pg 11

Recognize pg 18



Get the FCCLA 365 Mobile App! [Click here](#) and input your phone number to receive a text with a link to download the app - or search for “FCCLA 365 App” in your app store.

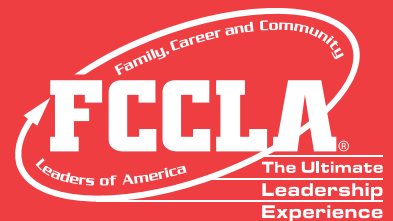




- RECRUIT -

Five Tips for Recruitment Success

GO FOR THE RED



- RECRUIT -

Five Tips for Recruitment Success

The first step is to recruit new members each year or semester. These tips will help ensure recruitment success:

1. Focus on “what’s in it for me?”

With all of the career and leadership opportunities available for students to select, most students want to know how they will benefit from joining FCCLA. FCCLA has so many opportunities there’s sure to be something to appeal to just about any student in Family and Consumer Sciences. Focus on these options to showcase the benefits of FCCLA.

- **FCCLA develops leadership skills.** Leadership skills are skills students will use for a lifetime, and they are something colleges and employers look for in applicants. Let potential members know about all the many opportunities to learn and practice leadership through planning chapter events and individual projects. Don’t forget to highlight officer positions and leadership training opportunities at the local, state, and national levels.



- **FCCLA helps you get ready for college or career.**

Students who have been involved in FCCLA are often eagerly recruited by colleges and employers because their experiences in FCCLA help them gain or strengthen the four Cs—creativity, collaboration, critical thinking, and communication skills. By planning and organizing chapter projects and participating in competitive events, FCCLA members excel in these areas that are essential employability skills.

In addition, research has shown that participating in Career and Technical Student Organizations like FCCLA has a definite impact on students’ overall career readiness. Students who participate in FCCLA demonstrate higher levels of academic engagement and motivation, civic engagement, career self-efficacy, and employability skills than other students, and the more students participate in chapter activities, the better the results. According to the National Research Center for Career and Technical Education, participating in leadership and professional development activities in a CTSO raises students’ educational aspirations.

Ask alumni to speak to potential students to give examples of how involvement in FCCLA helped them in the long run by increasing their leadership skills, providing opportunities to network with potential employers, building their résumé, and excelling in college or the workplace.

Slogan Ideas for Membership Campaigns!

- **FCCLA lets you be a STAR!** Some students are motivated by competition, and those potential members will be particularly interested in STAR Events (Students Taking Action with Recognition). In these competitive events members are recognized for proficiency and achievement in chapter and individual projects, leadership skills, and career preparation. Members who participate in STAR events have opportunities to receive recognition at state and national levels with medals, certificates, and a press release for local media. Recognition levels are gold medal (highest level), silver medal, or bronze medal.

- **FCCLA has opportunities for scholarships.** For potential members looking to apply for scholarships to pay for higher education, highlight information about scholarships available to FCCLA national members through sponsorship from partners and universities. Members also may apply to participate in a six-week Japanese Exchange Scholarship opportunity during the summer.

- **FCCLA offers resources to members.** The \$9 students pay to affiliate with the FCCLA national organization supports a wealth of resources available to members. They'll receive Teen Times, have access to amazing resources on the website, benefit from participating in national programs, and have opportunities to develop their leadership skills at various conferences such as National Cluster Meetings and National Leadership Conference.



- **FCCLA provides travel opportunities!** The potential to travel to attend a state or national event is a tremendous motivator for some students. For these students, highlight the travel opportunities in your chapter for the year and tell them about some of the trips you've already done as a chapter.

- **FCCLA is fun!** Last, but far from least, focus on the fun side of chapter activities. Let potential members see that they will be making new friends and will have a niche at school where they will feel like family.

- **You're in Good Hands with FCCLA.** Use little oven mitts as tags or oven mitt-shaped goodie bags.
- **Step Up with FCCLA.** Have a step team perform at your membership event and either use shoes or stairs as your visual and to decorate a bulletin board.
- **Pop into FCCLA.** Give out small bags of popcorn.
- **Charm Your Way into FCCLA.** Hand out Charms Blow Pops with join FCCLA tags.
- **Eat. Play. Join FCCLA.** Host a social event with food, games, and memberships.
- **Shake, Bake & Roll with FCCLA.** Create a banner with rolling pins, chef hats, aprons, and other cooking equipment.
- **Join the Team of FCCLA.** Create a bulletin board or banner with member jackets and treats with FCCLA jacket cut-outs attached.
- **Can You Smell What FCCLA Is Cooking?** Have baked treats with small oven cut-outs attached.
- **Catch the Wave with FCCLA.** Attach little surf board cut-outs to treats and do a beach scene for the bulletin board.
- **Get Connected with FCCLA.** Decorate and make treats using cell phones, iPods, laptops, iPads, and so forth.
- **Be a Star with FCCLA.** Use decorations and designs such as the red carpet and the Hollywood star walk of fame. Attach star cut-outs or make star-shaped cookies.
- **Build a Future with FCCLA.** Create construction site bulletin boards and posters; have construction hat cut-outs attached to treats.

Source: Excerpted from Just FACS website (<http://justfacs.com>)



2. Develop a plan for a sustained promotional campaign.

Map out a variety of events and messages over a two-week period coinciding with your membership drive. Have different members be responsible for crafting parts of the message on different days, and be creative! Try some of the following promotional ideas:

- Have all chapter members wear their FCCLA swag on a designated day. Give members talking points to use when their peers ask why everyone is wearing their red.
- Create “Ask me about FCCLA” buttons and have chapter members wear them every day during your membership campaign.
- Create a school mascot-related paper token— for example, paw prints for a panther mascot—to hang all around school, on lockers, under tables and chairs, in the cafeteria, office, media center. On the back of the token put a benefit of FCCLA membership. In the announcements, direct students to take the token with its benefit to an FCCLA member or adviser how they can participate in attaining that benefit. Give all who ask a special treat from your chapter. This will spread awareness of your chapter even if people don’t join.
- Check previous class lists for students who have taken a Family and Consumer Sciences course and are eligible to belong to FCCLA. Invite them to an after-school meeting to let them know your plans for the year and

remind them of all the benefits of being involved in FCCLA. Serve food and make it fun!

- Schedule a social event or service project that can showcase what FCCLA is all about and invite all prospective members to it with an invitation hung on their locker. Make sure you follow up on all new member leads.
- Create a bulletin board or display case in the school with photos from chapter events, state and national competitions, and information about how to join FCCLA. (see sidebar, page 6)
- Have successful seniors talk to underclassmen in Family and Consumer Sciences classes about why they are members and how they have benefitted from participating in FCCLA.

3. Consider new ways to get your message out.

In addition to using tried-and-true methods of communicating like posters and announcements, there are lots of fresh ways to build a buzz about your chapter. Recruit potential members with some of the following ideas:

- Set up accounts for your chapter and post photos and stories on Facebook, Twitter, Instagram, and other social media about chapter events. Ask members to share them on their own accounts to spread the word.
- Create and distribute images members can use as profile pictures or cover photos on social media sites to promote your chapter and its upcoming events.

- Host a contest where members who post photos of themselves doing FCCLA-related activities with the hashtag #(Insert Chapter Name)FCCLAFun will be entered in a drawing for a prize.
- Take photos of smiling chapter members rockin' the FCCLA red together. Post one often to your social media with the note to "Go for the RED!" and tag potential members so they will see it in their newsfeed.
- Create a video or audio commercial with the top ten reasons to be an FCCLA member; play it on the school's announcements.
- Use free invitation services like Evite and Anyvite to create attractive invitations for an upcoming membership event and send them by text or email to all the students you are targeting for membership.
- Look for ways to get your audiences to like, share, and retweet by engaging information or by asking questions. The more people interact around your messages the more the information will spread.

4. Offer incentives.

Sometimes people just need a little extra push to get them to respond to your recruit efforts. Consider some of the following incentives to motivate people to take action:

- Offer an FCCLA t-shirt, a gift card to a coffee shop, or a free ticket to a movie if students join by a given date.
- Members who have joined by a designated date get to go on a special field trip or attend a "members only" social event such as an ice cream party, barbeque, or a pizza party.
- Display member names on bulletin board as dues are paid. Use an FCCLA theme such as red jackets or the arrow and write each member's name on a different item.
- Create a wheel of fortune type spinning wheel for members to spin and wherever the needle lands, that's the prize they win. Set it up for the first week of your membership drive, and anyone who joins and pays dues on Monday gets five tickets to spin the wheel (one for each day of the week). Those who join on Tuesday get four tickets, Wednesday joiners get three, and so forth. By allowing students to spin the wheel

FCCLA Bulletin Board Ideas!

- **"Get Hooked on FCCLA."** Have students write on fish-shaped paper cut-outs what "hooked" them to join FCCLA or what they most like about being a member.
- **"Oh the Places You'll Go with FCCLA."** Use road maps, footsteps, cars, and so forth with Dr. Seuss hats and book covers to have students make small booklets about places they have or can travel to with FCCLA.
- **"Splash into FCCLA."** Have a beach scene with fish cut-outs, sand pails, shovels, starfish and other beach items and promote upcoming FCCLA activities.
- **"Twinkle, Twinkle Little STAR...FCCLA Is the Best by Far."** Use stars to promote chapter projects or STAR Events students can participate in. Add photos of students with their STAR Events medals on the display board.
- **"Got FCCLA?"** Use a cow print and milk mustache or pictures of FCCLA members with the milk mustache. This would be great for a Power of One "Speak Out" project to tell others about the organization.
- **"FCCLA and that's Our Final Answer."** Use dollar bills, coins, and banking pictures to tell the opportunities open to members.
- **"Groovin' with FCCLA."** Use a '60s theme of tie-dyed prints, flower power, and a Volkswagen bus to show students that FCCLA is packed with lots of fun activities.

Source: Alabama Department of Education
CTE Office (<http://alcareertech.org>)



each day, it keeps the level of interest high and serves as a reminder to those who haven't joined yet that they should pay their dues so they can participate. Prizes can be as simple as a candy bar or an ice cream from the lunch line all the way to a chapter t-shirt or a free conference registration, depending on your chapter's financial status. Set up your wheel in a high-traffic area so it catches many students' interest and encourages them to want to know more about joining FCCLA.

- Award the Family and Consumer Sciences class that either reaches 100% participation/paid dues first or the class with the most students to join and pay by the deadline with a special treat.
- Hold an Honor Roll Recruiters Movie Event at which any FCCLA member who has recruited five new members is invited to an afternoon or evening at the movies in the Family and Consumer Sciences department. Others may pay a small fee to attend.
- Develop a "Five for Five" reward in which members who bring in five new members get \$5 taken off their chapter dues.
- Have a monthly drawing for an FCCLA prize. Every time a member brings a potential member to a meeting, his or her name is put into the drawing. At the last meeting of the month draw a name and award the prize. If the potential member has joined by the time of the drawing, he or she gets a prize, too!

- Offer a free FCCLA jacket to the officer who can recruit the most new members.
- Offer a free chapter t-shirt to each current member who brings in three new members.
- Divide your chapter members into two teams and have a one-month membership contest. The team that recruits the most members is served a special breakfast, provided by members of the other team.



Be sure to check out FCCLA's "Go For The Red" membership campaign for extra recruitment incentives (www.fcclainc.org). Members have the opportunity to showcase their recruiting skills on the individual, chapter, and state levels and earn some incredible incentives while participating in friendly competition.

5. Make membership recruitment a part of everything.

Every chapter meeting, project, and activity influences who joins and stays involved in your chapter. Build membership into your chapter activities with these tips:

- Make an effort to make your chapter and your members more visible. Posters and announcements publicizing one of your activities should clearly state that it is sponsored by FCCLA. At the event, be sure to introduce your chapter president and mention the FCCLA sponsorship. As students realize how active your chapter is and the types of activities it sponsors, more students will want to belong.
- Ensure that at all of your events you have information regarding your chapter, its purpose, meeting times, and upcoming events so that potential members have all of the facts in front of them and understand how to join your chapter.
- Have a sign-in sheet at each open event your chapter sponsors so you can follow up with non-members and ask if they would like to join the chapter.
- Hold a presentation once per quarter on a timely topic featuring a well-known speaker. Encourage chapter members to invite guests to the meeting and publicize it to the student body at large as an opportunity to engage in an idea exchange and Q&A with the speaker. Present information about your chapter and have a sign-up list for people who might be interested in joining.
- Keep a high profile in the community with media releases, social media postings, newsletters, and elements parts of your public relations program. People want to join organizations with positive public images.

Create a long-term membership outlook by looking for ways current chapter members can leave a legacy of strong membership. Build a positive image among younger students, administrators, teachers, parents, and the community so future students will be clamoring to Go For the Red and be a part of the ultimate leadership experience!



Building Administrative Support for Your Program

One of the top priorities for an FCCLA chapter should be to develop a supportive relationship with the school's administration, making sure your principal, superintendent, and school board understand FCCLA's integral role in helping achieve academic and other school goals. Use these tips to help ensure support for your program:

- **Show how your program supports the principal's goals.** Whether it's enhancing student achievement, creating a positive school climate, or some other goal, chances are that your FCCLA program supports what the principal is trying to accomplish in myriad ways. At the start of each school year, develop a short presentation highlighting all of the ways your program supports the principal's goals and together with your officers request a meeting to give the presentation. As the year proceeds, be sure to reiterate how the activities and accomplishments of your chapter tie in with the principal's goals.
- **Keep administrators informed.** Communicate regularly about your chapter's activities with administrators, whether through casual conversations or detailed memos highlighting achievements. Keep your program on administrators' radar screens so they will associate your organization with vibrant, vital activities.
- **Stress the link between FCCLA participation and student achievement.** Research by groups such as the National Federation of State High School Associations and the National Center for Education Statistics shows that students who participate in intra-curricular activities have higher grades, better attendance, and fewer discipline problems. Highlight the academic achievements of your students and the ways your chapter activities provide authentic, experiential learning opportunities that align with state and national standards.
- **Make personal connections.** Invite principals, the superintendent, and school board members to attend your events and involve them whenever possible in such things as judging a competition or giving greetings at an event. Let them see students engaged in meaningful activities.
- **Don't forget the school board.** All your good work at the school level could be for naught if those higher up the power structure aren't aware of your program. Get on the board agenda from time to time and have your students make presentations about the results of a project or activity. Being able to hear the successful stories of students will boost the morale of school board members and ensure that they are aware of the vitality of your program.



FCCLA Membership Campaign

Our goals for this year's membership drive are:

(e.g., 90% retention rate, X number of new members, % rate of new members, etc.)

Target groups from which we will recruit members:

(e.g., former members, students in current FACS classes, students who have taken FACS classes but weren't members, etc.)

What are five key messages we want potential members to know about our chapter?

1.
2.
3.
4.
5.

Methods we will use to reach potential members:

Incentives we will offer:

- To new members
- To current members for recruiting new members

Ways we will involve new members right away:



- RETAIN -

Seven Ways to Keep Members

GO FOR THE RED



- RETAIN -

Seven Ways to Keep Members

Personal growth and leadership development are at the forefront of the FCCLA Mission. FCCLA members gain important leadership skills for life by applying their knowledge and skills to real-world situations through completing service learning projects and participating in competitive events. When members are actively engaged in the chapter's program of work, retention of members is easily accomplished because they see for themselves how much they gain by being an FCCLA member. Follow these tips for engaging members and watch your retention rate soar!

1. Get new members involved right away. Take advantage of the fresh interest of new members and get them involved and meeting other members right away. Some ideas to engage members quickly include:

- Plan some introductory activities like a membership retreat or lock-in, an ice cream or pizza party, or icebreakers and games at a meeting.
- Assign officers to learn the names of new members and touch base with them to find out what their interests and talents are.
- Divide new members into a "pledge class" and designate officers or mentors to guide them through their first year, helping them learn about FCCLA programs and offering guidance on participating in competitive events.
- Develop a mentor program that teams up each new member with a more experienced member to help them become active in the chapter. The mentors can teach the new members about completing a project or preparing for a competition. This not only will

encourage younger and new members to become involved, it also will help long term members renew their enthusiasm.

- Encourage new members to do a Power of One unit, plan a project for a national program, or participate in a STAR Event. When members gain recognition in competitive events, they tend to stick with FCCLA until they are seniors, and they become good advertisements to others by sharing their achievements.

2. Create and carry out a program of work. A program of work is a complete plan for chapter action throughout the year. It spells out the chapter's goals and steps members will take to reach them. By writing out a program of work, chapter leaders can analyze the year's plans and make sure there is a balance of team building, service, fundraising, fun, and recognition activities. A written program of work also shows all members what opportunities are available and how they might become involved. Check out a Prezi for one school's program of work at <https://prezi.com/0jjxscfmbg0v/fccla-program-of-work-planning>, and use the FCCLA Program of Work form to get started on your chapter's plan.



3. Give members a voice in chapter affairs. FCCLA is not just something you join, it's something you do. Make chapter activities meaningful by ensuring that members choose and create chapter projects and then involve all members in these activities. Support members' individual projects and encourage each member to participate in the ultimate leadership experience. When members feel they are really making a difference they will feel good about their involvement and will want to continue being engaged.

4. Shake up your meetings. Overcome the "ho-hum, here's another meeting" attitude by changing things up at each meeting. Consider these ideas:

- Be sure you have a purpose and an agenda for every meeting. Don't waste people's time if there's no good reason to meet.
- Have people sit in order by height or alphabetically by the first letter of their middle name or some other random way that will mix them up.
- Inject a funny energizer into the middle of the meeting.
- Give people a voice in what's going on. Make sure there is a vote on something—whether big or small—and not just a bunch of reports at each meeting.

- Have students plan, prepare for, and lead the meetings. Officers are usually called upon to do this, but try giving the responsibility for running the meeting to committee chairs or a randomly selected member from time to time to give more students experience in this area.

- Take votes by having members physically move themselves to a corner of the room to represent their vote, or just have them stand up if they are in favor.

- Take a few minutes to do shout-outs to members who have done good things. Officers can start this, then let anyone else chime in who wants to say something good about another member.

- Provide snacks—if you feed them they will come!

- Offer door prizes for small items or treats, with a ticket to be entered in the drawing earned by every member who was on time to the meeting.

- Make meetings fun. Start with a fun quote or leadership story, give small prizes for being on time or wearing an FCCLA shirt, engage people in a quick icebreaker or Minute to Win It type game. Be creative about making meetings interesting.

5. Keep members informed. The quickest way to lose members is if they don't know what's going on. It becomes challenging for members who may not have room in their schedule to be in a Family and Consumer Sciences class every semester to stay active when they

aren't in the classroom to hear about chapter activities. Make a special effort to keep them informed by publishing a calendar each month, using apps like Remind 101 to send reminders, keeping a group Facebook page updated, developing a Twitter Fast-Follow account, and so forth. With today's technology, there is no reason for members to be uninformed.

6. Focus on leadership development.

As the ultimate leadership experience, FCCLA has myriad ways to develop leaders. Be sure to highlight this aspect in your chapter's program of work and intentionally focus on it with some of the following activities:

- Work with new members to create a leadership plan with goals for each year of membership. This can include starting with organizing a small service project and increasing the level of responsibility and leadership each year. Incorporate things like competing in STAR Events, submitting national or state scholarship applications, or becoming a chapter, state, or national officer into the plan.
- Host a leadership lock-in for student leaders. Invite FCCLA officers and other key leaders, as well as leaders from student organizations on campus, to an all-night lock-in or retreat. Plan activities that will help students get to know one another and discover ways they can work together to have a bigger impact on campus life.
- Conduct joint projects with other student organizations on campus. Give FCCLA members key roles so they can practice their leadership skills.
- Include a lesson or activity that focuses on a different aspect of leadership in one meeting each month. Be sure to debrief the activity after conducting it and talk about lessons learned that can be applied to chapter work.
- Attend state and national leadership training opportunities like Capitol Leadership, National Cluster Meetings, and the National Leadership Conference.

7. Do things just for fun. Play games or organize social activities just for the purpose of having fun together—everything doesn't have to serve a higher purpose! Members who laugh and interact with each other in a positive way will develop a strong connection to the chapter and will keep coming back for more.

A-Z of Membership Retention

- Activities and more activities
- Bulletin boards
- Contests
- Displays
- Excitement
- Fun, facts, and families!
- Going places
- Helping others
- Involvement
- Joy
- Keeping members' interest
- Leadership
- Meeting people
- Newspaper articles
- Officer workshops
- Program of work
- Quality
- Recognition
- Success and sharing
- Teamwork
- Understanding
- Videos
- Warm fuzzies
- X-cellence!
- Your involvement in FCCLA
- Zeal

Source: Quizlet flashcards by Makayla Hendricks, (<https://quizlet.com/76529949/the-handbook-to-ultimate-leadership-ch-6-membership-flash-cards>)

FCCLA Week Ideas (Second Week of February)

FCCLA Week offers opportunities to practice the 3 Rs of membership. Recruit, retain, and recognize members with some of these ideas:

- Change your chapter's social media profile picture and cover photo to the official FCCLA images for the whole week. Find them on the FCCLA national website. Invite members to do the same, or create your own images for your chapter.
- Announce an FCCLA Week poster contest. Have members of your chapter come up with a create poster idea and have classmates vote on the winning poster.
- Hold an FCCLA logo scavenger hunt around school and give a prize to students who find the locations of all the logos.
- Design and print lunchroom placemats on 11x17" paper with motivational quotes from famous leaders. Include the FCCLA logo with a tagline that says, "Want to become an ultimate leader? Check out FCCLA." Include contact information for your adviser or your chapter's website and social media info.
- Designate a "red out" day for both members and the whole student body. Enter the names of all students who wore red into a drawing for fun prizes. Deck the halls with red decorations.
- Set up a booth during lunch shifts and give out free healthy snacks while encouraging people to join FCCLA.
- Show of your chapter spirit by designating one day as FCCLA Swag Day. Have members wear their best FCCLA swag—chapter t-shirts, an FCCLA polo, or even their official uniform.
- Host an FCCLA smoothie party after school one day. Invite members and their guests to make custom smoothies with frozen fruits, veggies, and juices for a healthy—yet still delicious—twist on an ice cream social.
- Create a bulletin board to showcase your chapter members and celebrate their accomplishments.
- Decorate members' lockers with FCCLA logos and lots of red.
- Ask chapter officers to send personalized thank-you notes to members and have them delivered during class.
- Give shout-outs to members on social media each day of the week.
- Set up an "FCCLA members only" photo booth during lunch with props to commemorate FCCLA Week.
- Set up a table at lunch for FCCLA members to come and claim a special gift.
- Identify a need in your community and sponsor a school-wide service project such as a clothing or food donation drive, a community clean-up, or a Valentine's Day card drive for nursing home residents.

- Hold a special meal for members, such as a pancake breakfast or bagels and yogurt before school, a taco buffet lunch, or a spaghetti dinner.
- Proclaim FCCLA week on community billboards and the school marquee. Ask local business to display an FCCLA poster in their window.
- Work with local businesses to give FCCLA members discounts off of certain products during FCCLA Week.
- Treat FCCLA Week like homecoming spirit week by having a different theme for each day. Connect all the daily themes into the weekly theme established by the national office.
- Plan a social or service project with FCCLA chapters at other schools in your town and make friends with members from different schools.
- Hold an FCCLA's Got Talent show as a fundraiser for the entire school or as a fun and social event with other FCCLA organizations in the community.
- Have chapter members write letters to the editor of local papers explaining why Family and Consumer Sciences education and FCCLA are vital elements of a student's preparation for life.
- Set up job shadowing experiences in FACS-related jobs for every interested FCCLA member.
- Tour a local elementary school and speak to the students about the importance of family, career and community.
- Write a letter to the mayor of your city asking him or her to declare FCCLA week on the dates chosen by the National FCCLA.

FCCLA Week

Feb. 7-13, 2016



Media Monday:

Empowered to
Raise Our Voices

Media Outreach/Media Blitz



Partner Advocacy:

The Power of Partnership

National Outreach Project

partner: Lead2Feed



On Wednesdays

We Wear Red:

Turning "ME" into "WE"

Member Pride & Recognition



Thankful Thursday:

How Has FCCLA
Empowered You?

#WhyWeLoveFCCLA



FACS Friday:

Empowering Future
Generations

Support Family and Consumer
Sciences Education;

"Say Yes to FCS"



FCCLA Chapter Program of Work

Goals for our chapter are:

(Include goals for student growth and local chapter, district, state, and national participation. Include fund-raising projects and how the money will be used. Identify intracurricular activities.)

Plans for achieving chapter goals:

(Include details on who will be responsible, timeline to follow, etc.)

Evaluation:

(Include details on how accomplishments will be measured.)

Adviser's Signature

Date

President's Signature

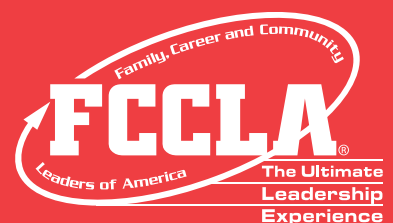
Date



- RECOGNIZE -

Two Levels of FCCLA Recognition

GO FOR THE RED



- RECOGNIZE -

Two Levels of FCCLA Recognition

Recognition has an important role in your membership campaign. Many students are motivated by the opportunity to earn recognition, and FCCLA offers plenty of ways for both individuals and chapters to be recognized. When recruiting new members, be sure to highlight the following opportunities:

For Individuals

- Locally, members can earn recognition in both formal and informal ways, depending on local traditions. (See Ideas for Recognition at the Local Level.)
- FCCLA's Power of One program is an opportunity for members to be recognized for their completion of all five modules of this national program.
- Skill Demonstration Events at National Cluster Meetings provide opportunities for members to demonstrate college and career-ready skills in Family and Consumer Sciences and related occupations.
- STAR Events (Students Taking Action with Recognition) are competitive events in which members are recognized for proficiency and achievement in chapter and individual projects, leadership skills, and career preparation.



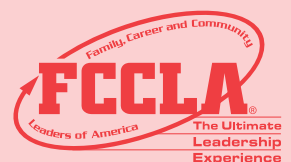
Recognition for Recruitment Success

Recognition for Recruitment Success

Not only is recognition a tool you can use to recruit members, but your chapter and its members also can earn recognition from the national office for your recruitment successes!

- FCCLA members: Individuals can win prizes as part of FCCLA's "Go For Red" program for the number of new members they recruit into their local chapter. Members receive a lapel pin and certificate, recognition on the national FCCLA website and social media sites, along with cash prizes ranging from \$200 to a \$50 store voucher.
- FCCLA chapters: Chapter winners are based on the largest percentage increase in chapter membership. Prizes include recognition at the National Leadership Conference, a \$250 cash prize, a \$50 FCCLA store voucher, and being featured in Teen Times.

For more information, visit www.fcclainc.org.



For Chapters

- Chapters are recognized for their outstanding work through National Program Awards including Career Connection, Families First, Financial Fitness, Leadership Service in Action, Student Body, STOP the Violence, and FACTS.
- Chapters also can earn recognition by participating in the Family and Consumer Sciences Knowledge Bowl, a three-level, team competition that challenges students' knowledge of all aspects of Family and Consumer Sciences. Questions come from a variety of sources. Preparation resources may include Family and Consumer Sciences textbooks, reference guides, content area websites, the FCCLA website, and other local or online resources.
- FCCLA's Guide to Promoting FCCLA is an online resource designed to assist chapters with gaining recognition locally. It features tips for using social media, writing media advisories and public service announcements, engaging with public officials, and more.



30 Reasons to Recognize

Need some help coming up with different reasons to recognize your members? This list should stimulate some ideas.

1. Consistently strong effort
2. Creative ideas
3. Cheerful attitude
4. Willingness to pitch in
5. "Above and beyond" effort
6. Surpassing goals
7. Punctuality
8. Ability to solve problems
9. Consistent quality work
10. Being budget conscious
11. Strong leadership
12. Having a clear vision for the group
13. Perseverance
14. Being fast and efficient
15. Setting a good example
16. Strong commitment to the group
17. Tackling a challenge
18. Seizing an opportunity
19. Overcoming obstacles
20. Thinking ahead
21. Excellent time management
22. Motivating others
23. Inspiring speaker
24. Making tough choices
25. Ethical behavior
26. Accepting responsibility
27. Stellar attendance
28. Conflict resolution skills
29. Being the glue that holds everyone together
30. Outstanding achievement

Ideas for Recognition at the Local Level

Everyone likes to be recognized for their efforts, and FCCLA members often work long hours planning and carrying out activities with no recognition. Use a few of the following ideas to acknowledge the accomplishments and contributions of your members.

- Make it a regular part of your meetings to give shout-outs to members who have done things recently for the organization. Set up a member mailbox where members can turn in notes about fellow members recognizing them for something notable. Read these notes during meetings and give the member a pat on the back. If funds permit, the pat on the back could take the form of a food-service glove filled with goodies awarded to each recognized person, or just cut out a handprint from construction paper.
- When members complete a project, be sure to submit an online project report form or an "FCCLA in Action" notice to Teen Times for national recognition.
- Start an "encouraging words" chain in which you use a computer to design and print out special cards. Begin the chain by sending the first five cards to five deserving members, taking time to write individual notes recognizing something each member has contributed to the organization. Give each recipient a blank "encouraging words" card and ask him or her to send an "encouraging words" card to another member, noting something about that member. Stock a supply of the cards so that as a member receives a card he or she can get a blank one to send to someone else.
- Give a special recognition to STAR Event competitors at the chapter's end of year banquet.
- Show your members they really rock by affixing fun accessories like eyeballs, mustaches, and hats (<http://bit.ly/yourockcutouts>) to personalize a rock (similar to Mr. Potato head®). Include a note explaining why the member rocks.
- Announce chapter members' achievements and awards on the school announcements.
- Have a meeting before school starts one morning and recognize members with breakfast box awards created with small boxes of cereal and a note of thanks: Captain Crunch for a member who comes through in a crunch. Golden Crisps for the member with the sweetest disposition. Lucky Charms for the member you feel lucky to have in your group. Cheerios for the member who is consistently cheerful, and so forth.
- Create a brag board in the hallway in the Family, and Consumer Sciences classroom area showcasing outstanding members with photos of them and summaries of their accomplishments
- Do the "Golden Bricks" activity at a chapter

meeting in which chapter members tape a blank piece of paper on their backs, then walk around and write positive comments on each other's papers.

- Recognize your most valuable members like they do in sports with MVP style cards for each member. Put their photos on the front and list positive comments and accomplishments on the back. Use a template like the one at <http://www.mlbbaseballonline.com/cards> to make the task easy.
- Develop criteria for members to earn an FCCLA letter/patch for a letterman's jacket.
- Write kudos to different members on triangular shaped pieces of paper. Then, using clothespins, attach those papers to a string for an instant recognition pennant to hang across the classroom or a banquet space.
- Use a computer graphic arts program to design a personalized sign recognizing members for their contributions to your chapter. Affix the signs to each member's locker. For added flair, add helium balloons.
- Send a letter home congratulating parents on supporting the students with their accomplishments. Have the principal and the adviser co-sign the letter.
- Host an end-of-year banquet or pot-luck dinner at which you recognize each member with a certificate or some other token. Prior to the dinner, have members vote on some special awards such as "Best Senior," "Most Likely to Succeed," and "Most Valuable Chapter Member" and give these awards. Recognize any students who have won state or national FCCLA awards. Cap off the evening with a slideshow flashback of the activities of the year.



In Conclusion:



Remember the 3 R's of Membership. Recruit, Retain, and Recognize youth for success, growth, and development of the FCCLA chapter. Provide students opportunities to make decisions and assume responsibilities. Develop a strong program of work that allows students to address important work, personal, and societal issues. Focus on youth leadership development and encourage students to set goals and solve problems. Encourage students to try new things, make positive changes, and realize their full potential.

FCCLA is the Ultimate Leadership Experience and offers unparalleled opportunities for gaining career readiness skills, developing leadership, and exploring new horizons across the nation. So join the movement and become part of the Ultimate Leadership Experience: Cause leaders, career leaders, family leaders, community leaders.

Go For the Red!

Nathon Taylor
Vice-President of Membership



Family, Career and Community Leaders of America

1910 Association Drive
Reston, VA 20191

703-476-4900

www.fcclainc.org

