

NATIONAL FBLA-PBL WEEK

FEBRUARY 9–15, 2014

FBLA-PBL Week is a great way to get your chapter in the news and promote the organization in your school. Here are some ideas to help you prepare for the annual celebration.

About National FBLA-PBL Week



FBLA-PBL sets aside the second full week of February each year as National FBLA-PBL Week. Chapters are encouraged to use this time to publicize activities and successes, boost their membership, and gear up for their spring activities. In addition, FBLA-PBL recognizes the Wednesday of this week as Adviser Appreciation Day. Members are encouraged to use this day to pay special tribute to the dedicated individuals who make the association possible on the local level. Many chapters plan special activities for each day of the week. These include everything from FBLA-PBL Attire Day to Blue and Gold Day.

As FBLA-PBL Week coincides each year with National Career and Technical Education Month, this is an excellent time to inform the public about the purpose of school-to-work activities and programs through exhibit booths, visits to legislators, tours of businesses and education departments, and word of mouth.

In addition, the momentum of a national event provides the perfect occasion to spotlight the value of membership and of career education.

Get the Proclamation – Start Today!

You will need to research the process for requesting a proclamation in your area. Look on your local or state government's website for contact information and procedures. If you can't find anything, look for a general phone number to call. Depending on the volume of requests their office receives, you may need to submit your request several days in advance.

Once you have a contact, send them a copy of your proclamation sample text and they will let you know when you can pick it up. Be sure to ask if a government official will be there to present it to you, and if so, bring a camera. If you are planning to receive your proclamation in conjunction with an event, send a press release to your local media.



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Plan Your Chapter Celebration

Starting at your next chapter meeting, plan how you can celebrate FBLA-PBL Week. Many chapters have a different event each day of the school week. Here are some suggestions:

Monday—Kick Off Day: Make an announcement in your classes about FBLA-PBL Week and the importance of joining student organizations. Talk to teachers/professors and gain their support! Don't forget to tune into the FBLA-PBL Week Open Forum led by our three division presidents at 6:00 pm EST.

Tuesday—Each One Reach One Day: Place signs on members' lockers or make an appreciation card for each member, thanking them for all they do to make FBLA-PBL a success. Hold a special "Bring a Friend" meeting (don't forget the icebreakers) where each member brings a non-member friend to introduce to FBLA-PBL. It is never too late to recruit!

Wednesday—Adviser Appreciation Day and Professional Attire Day: Honor your adviser and other teachers, professors, and administrators by bringing them coffee and doughnuts. Take your dean, department chair, or principal out to lunch. Join your fellow FBLA-PBL members nationwide in wearing business attire to school or work. Be sure to take a photo and submit it to go.fbla.org/chapternews.

Connect With the Professional Division for Career Awareness Day: Invite an alumni or professional division member to speak in business classes or at a meeting, tour a business, or plan a job shadowing day for local chapter members. Hold a reception for school administrators, advisers, members, Professional Division members, and local business partners.

Friday—FBLA-PBL Pride Day: Now that all of your members are wearing FBLA-PBL colors, plan a social. Meet for a group dinner, host a bowling tournament, or sip some lattes at a coffee shop.



Saturday—Community Service Day: Plan an amazing service project for your chapter. Partner with a local volunteer center or another FBLA-PBL chapter and make your community a better place.

Plan Your Media

Have a media plan in place as soon as possible—the earlier the better! Call your local media to find out who your contact is. Send a press release about FBLA-PBL Week to the local newspapers, radio stations, and television stations, including the local community

access cable station. Send a follow-up reminder a few days before your event with a special page describing photo opportunities available during FBLA-PBL Week at your school.

In-school Promotion

Make sure FBLA-PBL Week appears on the school calendar, email update list, marquee boards, or any chapter or school social media outlets. Put up posters or banners around the school, in the student union, and throughout the library the Friday before FBLA-PBL Week announcing the week-long celebration. Be sure to include a list of events!



In the Community

Attend a local Chamber of Commerce, rotary, or other community business meeting to talk about FBLA-PBL Week and how they can get involved as sponsors, speakers, or sign up as Professional Members.

Public Service Announcement

Go to your local public access cable television station to find out how and when you can make a public service announcement about FBLA-PBL Week to run on local television stations. This is often a free service. Write a 30-second script featuring key members of the organization and stating the FBLA-PBL mission.

Create a Time Line

Make a calendar showing every step and deadline toward achieving your proclamation, media, school, and community goals for FBLA-PBL Week. When you are done be sure to send an article and pictures to the FBLA-PBL National Center about how you celebrated FBLA-PBL Week. Articles may be posted online or published in *Tomorrow's Business Leader* or *PBL Business Leader*.



Sample Press Release (Use FBLA-PBL or school stationary if at all possible)
Downloadable at: <http://is.gd/6aB895>

FOR IMMEDIATE RELEASE CONTACT: _____

(Adviser/other)

(Telephone number)

(School name)

LOCAL STUDENTS CELEBRATE FBLA-PBL WEEK

Your Town & State. The _____ (your school) FBLA-PBL chapter in _____ (your city), will be celebrating FBLA-PBL Week, _____ (FBLA-PBL Week dates) with _____ (description of activities).

(Get quote from community leader, mayor, school principal, or influential leaders about the importance of FBLA-PBL to the community.)

Among the many activities scheduled for this special week are: (list and explain activities)

Future Business Leaders of America-Phi Beta Lambda, Inc. is a non-profit 501(c)(3) student business organization with nearly a quarter million members and advisers in 6,000 chartered high school and college chapters worldwide. Its mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs. The association is headquartered in Reston, Virginia outside Washington, DC. For more information visit www.fbla-pbl.org.



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Sample Proclamation

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WHEREAS, Future Business Leaders of America-Phi Beta Lambda is a nonprofit educational organization whose first chapter was established in Johnson City, Tennessee, in 1942; and

WHEREAS, this organization has grown now to encompass over 250,000 members nationwide in middle schools, high schools, colleges, universities, career and technical schools, and private business schools; and

WHEREAS, FBLA-PBL is a professional business organization dedicated to bringing business and education together in a positive working relationship through innovative leadership and career development programs; and

WHEREAS, members perform community service activities and strive to build a student's understanding of the realities of the modern business world; and

WHEREAS, FBLA-PBL teaches middle school, high school, and college students business and leadership principles, and assists in the transition from school to work;

NOW, THEREFORE, I, (name here), (title) of the (your city/state/county name here), do hereby proclaim (FBLA-PBL Week dates), as FBLA-PBL Week in the (your city/state/county name here).

