



Chapter Management Handbook

2026-2027 SCHOOL YEAR





Your Members Are Going Places.
Give Them an AP Boost to Get There.

AP® Business with Personal Finance strengthens core business knowledge and analytical skills reflected in FBLA programming, with the opportunity to earn college credit.



Competition ready.



College ready.



Career ready.



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Personal Finance to your school.
cb.org/ap-fbla

**AP® Career
Kickstart™**

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FBLA OVERVIEW

Mission Statement

FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

Our Goals

- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

Code of Ethics

I commit to:

- Collaborating with a commitment to inclusivity, diversity, equity, care, and respect for the dignity and worth of every individual.
- Undertaking each task with a clear understanding of my responsibilities, aiming to execute all work to the highest standard.
- Performing all actions ethically with honesty, accountability, and transparency.
- Establishing and nurturing relationships based on trust.
- Being receptive to constructive feedback and seeking opportunities for personal and professional growth.
- Complying with both the specific guidelines and the overarching principles of my school's policies and FBLA's standards.
- Promoting a culture of respect through my dress, behavior, and communication, positively representing myself, school, and future profession.
- Contributing to the betterment of my local and global community by engaging in projects and initiatives that bring the greatest good to the greatest number.

Pledge ➤

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.

Creed

I believe:

- Education is the right of every person.
- The future depends on mutual understanding and cooperation among business, industry, labor, religious, family, and educational institutions, as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all of these groups.
- Every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest number.
- Every person should actively work toward improving social, political, community, and family life.
- Every person has the right to earn a living at a useful occupation.
- Every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.
- I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.



National Dress Code

FBLA members and advisers should develop an awareness of their appearance. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world. During FBLA conferences, appropriate attire is required of all attendees and presenters. Learn more and download a printer-ready version of the [dress code](#).

Projecting a professional image is vital for business leaders to demonstrate respect for clients, colleagues, and others. This policy is to provide guidance for conference attendees—students, advisers, and guests. Professional business attire is required at all general sessions, competitive events, exhibits, regional meetings, workshops, and other activities unless otherwise indicated in conference materials.

Conference name badges are considered part of the dress code and must be worn at all conference functions. For safety reasons, do not wear conference badges outside of the conference area. The dress code is gender neutral.

ACCEPTABLE ITEMS



BUSINESS PROFESSIONAL

Business Suit

- Suit pants and jacket
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

Blazer

- Dress pants, including khakis, (or) dress (or) skirt
- Blazer
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

Dress

- A business dress
- Dress shoes (or) dress boots

Other Professional

- Dress pants, including khakis, (or) skirt
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

BUSINESS CASUAL

- Dress pants, skirt, (or) khakis/chino-style pants
- Blouse, collared dress shirt, (or) polo shirt
- Dress shoes (or) dress boots

NOTE: Business Casual is only permitted during sessions specifically noted in conference materials.

UNACCEPTABLE ITEMS



The following items are prohibited in all conference areas, including competitive events.

- ⊗ Denim or flannel clothing
- ⊗ Shorts
- ⊗ Athletic clothing
- ⊗ Leggings or graphically designed hosiery/tights
- ⊗ Skintight or revealing clothing, including tank tops, spaghetti straps, and mini/short skirts or dresses more than 1" above the knee
- ⊗ Swimwear
- ⊗ Flip flops or casual sandals
- ⊗ Athletic shoes
- ⊗ Industrial work shoes
- ⊗ Hiking boots
- ⊗ Hats
- ⊗ Graphically printed clothing

No dress code can cover all contingencies, so FBLA members must use a certain amount of judgment in their choice of clothing to wear. Members who experience uncertainty about unacceptable attire should ask their local adviser, state leader, or conference staff.

FBLA recognizes that exceptions may need to be made and will work with advisers on a case-by-case basis to accommodate requests. Advisers should indicate the need for exceptions on the special accommodation portion of the registration form. Requests made after registration closes must be made in writing.

June 2023

Welcome to the 2026–2027 FBLA Membership Year

Welcome to a new year with FBLA. You play a vital role in shaping students' first leadership experiences, and we are grateful for your commitment to helping them grow in confidence, skills, and purpose.

This year's national theme, **Where Leaders Begin**, reflects the foundation you help build each day by introducing students to leadership, service, and career exploration in meaningful ways.

We hope this Chapter Management Handbook serves as a helpful resource as you launch and lead your FBLA chapter this membership year. For additional tools and resources, please visit fbla.org/adviser-resources and [CONNECT](#). The FBLA [National Center team](#) and your state leaders are also ready to support you every step of the way.

Thank you for the time, energy, and care you invest in your students. Together, we are creating the starting point for future leaders.




Jennifer Woods
President & CEO
Future Business Leaders of America



Where Leaders Begin encourages members to see themselves as leaders from day one. With so many future possibilities ahead, this theme reminds business students that leadership starts with taking the first step. Inspired by the excitement of joining FBLA as a new member, the design features bright blues, bold fonts, and electric elements that reflect energy and potential. Like light reflecting forward, the theme symbolizes FBLA as the place where confidence is built, paths are illuminated, and leadership begins.

Future Business Leaders of America, Inc. (FBLA) is a Career and Technical Student Organization (CTSO) that inspires and prepares students to become community-minded business leaders in a global society. With more than 225,000 middle school, high school, and collegiate members, FBLA provides students with opportunities to explore careers, develop leadership skills, and gain real-world business experience.

PROGRAMS

150+ Competitive Events

Spanning career clusters across all three divisions

Member Education & Chapter Engagement

➤ Middle School

- Business Achievement Awards
- Champion Chapter Award

➤ High School

- Business Achievement Awards
- Champion Chapter Award

➤ Collegiate

- Excellence Awards
- 8 ○ Champion Chapter Award

MEMBERSHIP

225,000+

Student Members

11,500+

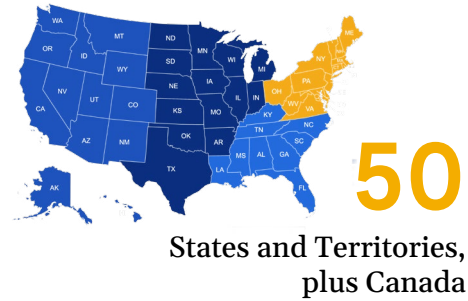
Educators & Advisers

6,000+

Schools & Chapters



■ Middle School
■ High School
■ Collegiate



CONFERENCES

NLC (National Leadership Conference)

18,000+

Attendees

NFLC (National Fall Leadership Conference)

2,500+

Attendees

WHY JOIN?



College Preparation



Leadership Development



Scholarships



Networking



Competitive Events



Travel



Career Exploration



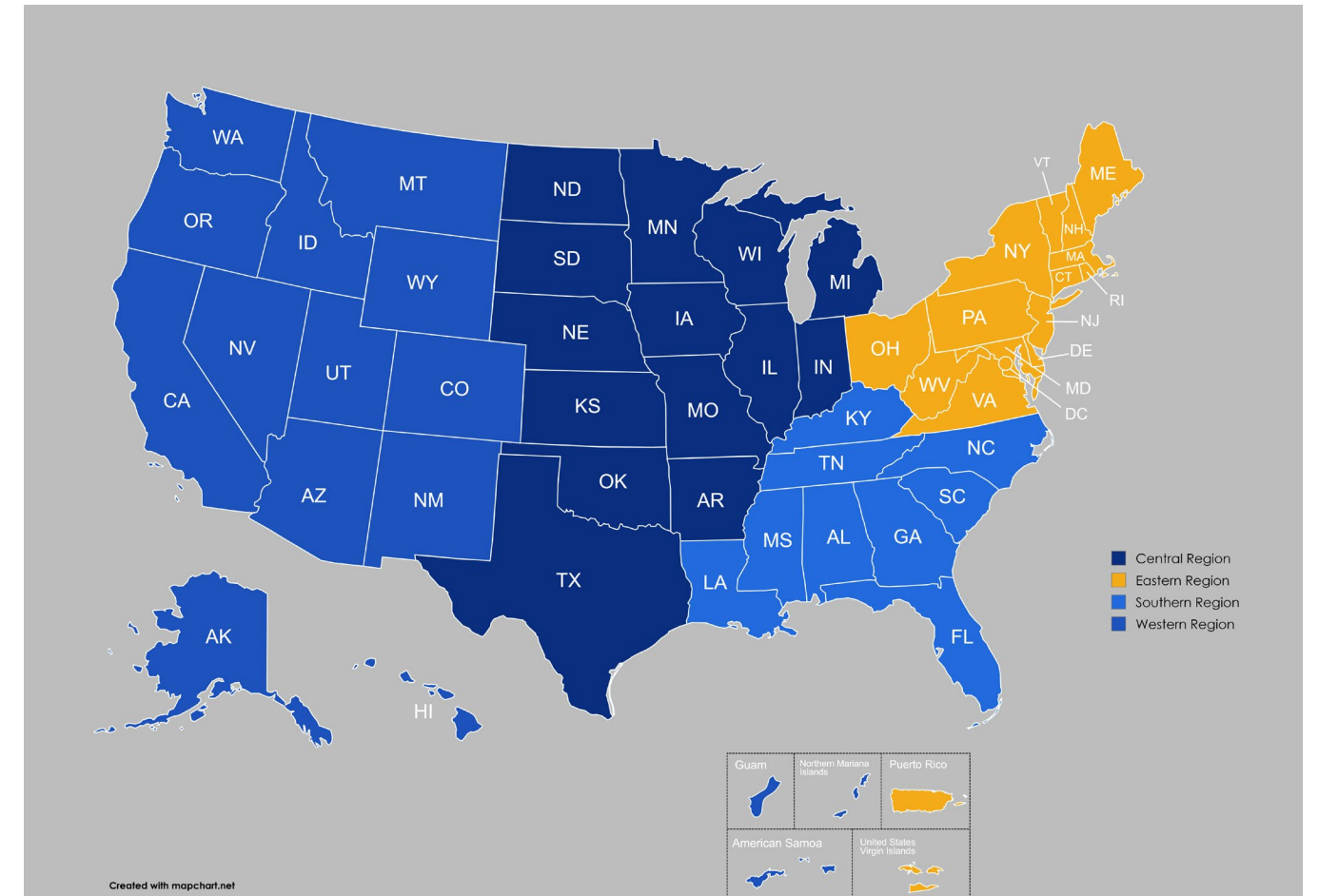
Workforce Development

➤ [Learn more at fbli.org](https://fbli.org)

FBLA OVERVIEW (Cont.)

The FBLA National Center

FBLA is headquartered in Reston, Virginia, just outside of Washington, D.C. FBLA is organized on local, state, and national levels, with four regions at the national level (Eastern, Central, Southern, and Western). FBLA has a nationwide and international presence, serving members across 50 states, U.S. territories, and Canada. The National Center is available to guide advisers and serve as a resource throughout the year.



The FBLA National Center (cont.)

We encourage all members and advisers to begin with our Support Center at support.fbla.org for the fastest answers to common questions and resources. To reach the National Center directly, please call 800.325.2946 (800-FBLA-WIN) or email support@fbla.org. For the most up-to-date information about the National Center, visit fbla.org.

Below are the National Center departments and their areas of responsibility.

Executive Office

- Board of Directors
- Governance
- Volunteer Leadership
- Legal & Compliance

Member Support & Operations

- Affiliate Operations
- Chapter Programs
- Customer Service
- Finance
- Human Resources
- Information Technology
- Member Development
- Vendor Management

Education & Learning

- Competitive Events
- CTE Connections
- Member Education Programs
- Partner Programs
- Adviser Professional Development
- Recognition
- Scholarships & Financial Aid

Marketing & Communications

- Website
- Social Media
- FBLA Shop
- Awareness Publications
- Digital Marketing & Advertising
- Crisis Communications
- Media Relations
- Event Production

National Conference Planning & Partnerships

- Conference Planning
- Registration
- Hotels
- Venues
- Vendors
- Exhibitors
- Partners
- Development & Partnerships
- National Leadership Conference
- National Fall Leadership Conference
- State Leadership Summit

Making a Payment

Membership Dues

National FBLA processes all membership dues. You may pay online via card or pay by check. Card payments are processed online on the final invoice step in CONNECT. Learn more about dues amounts [here](#).

Checks should be made payable to National FBLA.

Please do not send membership dues to the state office.

Conference Registration

National FBLA processes all national conference registration, unless otherwise directed by your state leader. You may pay online via card or pay by check. Card payments are processed online after the registration is submitted in Blue Panda.

Checks should be made payable to National FBLA.

Please do not send state or district conference registrations to National FBLA.

Remit Address

P.O. Box 79063
Baltimore, Maryland 21279

FBLA’s W-9 link can be found on the footer of each page of the website at fbla.org.





FBLA 2026–2027 Schedule at a Glance

Additional programs will be added to FBLA’s calendar of events throughout the year, so be sure to [check back](#) frequently for more information. This is not an exclusive list. Review your local and state calendars for applicable dates and details.

- KEY
- Middle School and High School Only
- High School Only
- Collegiate Only

AUGUST 2026

- 1
- Membership Year Begins
- 1
- Business Achievement Awards & Excellence Awards Opens
- 1
- Member Leadership Council Applications Open

SEPTEMBER

- 1
- Competitive Event Guidelines & Resources Release
- 9
- Member Leadership Council Applications Close
- 16
- Industry Connect Webinar (Collegiate Only)
- 24
- Champion Chapter Summer Starter Deadline

OCTOBER

- 1
- ACTE Outstanding Business Student Award Application Deadline
- 1
- Lead4Change Grant Cycle Opens (Grant cycle runs Oct 1 – June 1) (Middle School and High School Only)
- 5
- Fall Stock Market Game Begins (Fall program runs Oct 5 – Dec 13)
- 5
- NFLC Registration & Housing Deadline
- 12
- Fall LifeSmarts Challenge Begins (Fall program runs Oct 12 – Nov 6) (Middle School and High School Only)
- 13
- Fall Virtual Business Challenge Opens (Fall program runs Oct 13 – Nov 6) (High School Only)
- 20
- Industry Connect Webinar (Collegiate Only)

NOVEMBER (National Entrepreneurship Month)

- 5–7
- National Fall Leadership Conference – Washington, D.C.
- 6
- Fall LifeSmarts Challenge Ends (Fall program runs Oct 12 – Nov 6) (Middle School and High School Only)
- 6
- Fall Virtual Business Challenge Ends (Fall program runs Oct 13 – Nov 6) (High School Only)

FBLA 2026–2027 Schedule at a Glance

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- KEY
- Middle School and High School Only
- High School Only
- Collegiate Only

NOVEMBER (Cont.)

- 15
- Dressed to Impress Scholarship Application Deadline
- 16–20
- National Education Week
- 17
- National Entrepreneurship Day
- 18
- Industry Connect Webinar (Collegiate Only)

DECEMBER

- 1
- Giving Tuesday
- 13
- Fall Stock Market Game Ends (Fall program runs Oct 5 – Dec 13)
- 24–JAN 1
- National Center Closed for Winter Break

JANUARY 2027

- 7
- Champion Chapter Service Season Submission Deadline
- 20
- Industry Connect Webinar (Collegiate Only)
- 25
- Spring LifeSmarts Challenge Begins (Spring program runs Jan 25 – Feb 19) (Middle School and High School Only)

FEBRUARY (National Career & Technical Education Month)

- 1
- Spring Virtual Business Challenge Begins (Spring program runs Feb 1 – Feb 26) (High School Only)
- 1
- Spring Stock Market Game Begins (Spring program runs Feb 1 – April 9)
- 7–13
- FBLA Week
- 17
- Industry Connect Webinar (Collegiate Only)

FEBRUARY (Cont.)

- 19
- Spring LifeSmarts Challenge Ends (Spring program runs Jan 25 – Feb 19) (Middle School and High School Only)
- 26
- Spring Virtual Business Challenge Ends (Spring program runs Feb 1 – Feb 26) (High School Only)

MARCH

- 1
- Membership Dues Payment Deadline for NLC competitors
- 1
- NLC Workshop Call for Presenters Closes
- 4
- Champion Chapter CTE Celebration Submission Deadline

APRIL (National Financial Literacy Month)

- 1
- National Bylaws Amendment Proposal Submission Deadline
- 9
- Spring Stock Market Game Ends (Spring program runs Feb 1 – April 9)
- 15
- NLC Scholarship Deadline
- 15
- National Technical Honor Society Scholarship Deadline
- 15
- Distinguished Business Leader Scholarship Deadline

MAY

- 1
- Champion Chapter Plus Submission Deadline
- 1
- BAA & Excellence Award Submission Deadline for NLC Recognition
- 7
- Adviser Wall of Fame Nomination Deadline

JUNE

- 1
- Lead4Change Grant Cycle Closes (Grant cycle runs October 1 – June 1) (Middle School and High School Only)
- 23–26
- National Leadership Conference – Columbus, OH



Free College & Career Planning for Future Leaders

Since 2007, Encourage and FBLA have equipped students in grades 8-12 with the confidence, tools, and direction they need to shape their future.

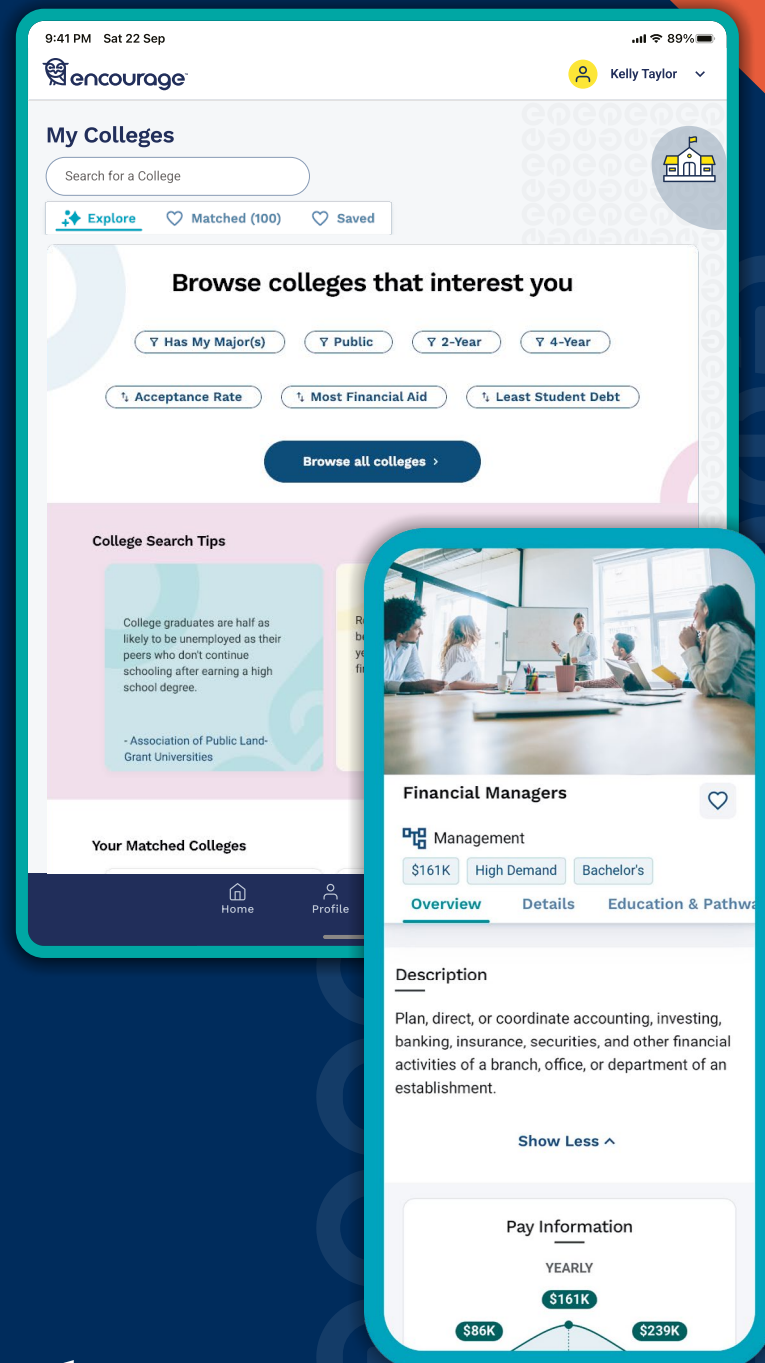
Students get:

- Career paths based on interests
- Colleges that fit
- Scholarships that fund their future

Advisers get:

- Resources to support their work
- State & national benchmarks
- Proof of chapter impact

It starts with the customized FBLA preference form, helping you turn student interests into measurable impact and real opportunities.



Start today!
Have your students complete the form.

encourageme.com/fbla



Encourage has been a proud
FBLA Partner for nearly 20 years.



STARTING AN FBLA CHAPTER

Adviser Responsibilities

Each local chapter must have an adviser in accordance with state and local requirements. Advisers play a critical role in guiding student leaders, supporting chapter operations, and ensuring alignment with school, state, and national FBLA policies. While members drive chapter success, advisers provide the structure, support, and mentorship that make that success possible.

Adviser Roles

Leader

Empowers members and officers to discover their strengths, lead effectively, and take ownership of chapter success. Supports officer selection, training, and leadership development.

Organizer & Supervisor

Directs, chaperones, and coordinates chapter activities while establishing rules and guidelines consistent with school policies and FBLA policies and bylaws. Ensures meetings are conducted in a professional, business-like manner.

Administrator

Manages chapter operations including membership registration and invoicing in CONNECT, maintaining records (membership rosters, finances, meeting minutes, and historical documentation), and ensuring compliance with state and national requirements.

Program Planner

Guides members in developing and implementing the annual Program of Work, including budgets, calendars, and committee assignments. Assists with planning and preparing materials to promote the chapter and its activities.

Financial Steward

Oversees financial leadership and management activities, including fundraising initiatives and the receipt, recording, depositing, and appropriate use of chapter funds.

Coach

Supports member participation in FBLA competitive events by understanding event guidelines at the district, state, and national levels and integrating skill development into classroom instruction when possible.

Adviser Roles (cont.)

Marketer & Advocate

Serves as the voice of FBLA to members, school administrators, and the community. Ensures stakeholders are informed of chapter activities, accomplishments, and outstanding member achievements.

Networker

Builds relationships with community partners to support chapter growth and member development. Identifies volunteer judges, coordinates business tours, and fosters partnerships that provide real-world learning experiences.

Travel Coordinator

Plans and coordinates FBLA travel experiences. Communicates conference details with parents/guardians, reinforces expectations related to dress code, conduct, and professionalism, and supports members throughout travel and conferences.

Role Model

Models professionalism, integrity, and leadership. Serves as a trusted mentor who guides members through meaningful and positive FBLA experiences.



Successful Chapter Steps

Remember, each local chapter is different. What works for one may not work for another. Find what works for your chapter and go with it. If you have questions, reach out to other advisers, your state leader, or the National Center.

- ❑ **Review** this Chapter Management Handbook.
- ❑ **Connect With Your State Office:** Contact your FBLA state leader to learn about events and activities in your state. Make sure they have your contact information so they can send you updates and provide support.
- ❑ **Get Approval from School Administration:** Talk to your school administration about starting an FBLA chapter and seek their approval. If you need assistance and/or materials, reach out to your state leader.
- ❑ **Connect With Your School's Business Office:** You'll need to pay membership dues, so find out how your school processes membership dues, travel funds, and conference registration fees.
- ❑ **Get To Know School Policies & Procedures:** Many FBLA activities require travel to off-campus events, both day and overnight. Learn about your school's excused absence policies, chaperone requirements, substitute teacher processes, and other procedures.
- ❑ **Check on Funding Support from Your School or School District Office:** How is federal Carl D. Perkins or state Career and Technical Education (CTE) funding used at your school? Some districts allow funding to support transportation, lodging, educational resources, study materials, conference registration, and/or adviser professional development. Find out if there are restrictions on fundraising (e.g., nutritional issues with candy sales) or service activities.
- ❑ **Meet With Your School's Counselors:** Connecting with school counselors is a key way to ensure your business, marketing, management, and technology courses are full of great students—and potential FBLA members. Help counselors understand the academic rigor and relevance of FBLA; show them FBLA programming so they can see how FBLA fits into class curricula and the career cluster framework.
- ❑ **Identify Member Leaders:** Identify students who can be members and leaders of your chapter.
- ❑ **Find Co-Advisers:** Recruit other teachers as co-advisers to share leadership, enhance program quality, and increase your chapter's reach and impact.
- ❑ **Give Your Chapter Visibility:** Many schools have a yearly activities calendar. Include your key FBLA events, such as FBLA Week in February and your State Leadership Conference. This is also an effective recruitment tactic.



What Should I Do This Month?

August

- Connect or reconnect with the state leader
- Introduce FBLA to your classes
- Review Champion Chapter requirements and begin
- Host an officer meeting to build a Program of Work
- Login to CONNECT to verify chapter information
- Start planning a community service project
- Promote NFLC and registration details

September

- Register members and pay dues through CONNECT
- Review competitive events and guidelines
- Create teams and participate in FBLA partner programs
- Encourage members to sign up for BAAs/ Excellence Award programs
- Celebrate Financial Literacy Month
- Research and plan a financial leadership & management activity
- Check the FBLA Events page for upcoming webinars to attend and promote

October

- Host a new member induction ceremony
- Create teams and participate in FBLA partner programs

November

- Celebrate National Entrepreneurship Month
- Host a National Entrepreneurship Month activity
- Talk to members about running for district and state office
- Train and practice for competitive events
- Check CONNECT and the Competitive Events webpage for up-to-date resources

December

- Host a member social activity
- Prepare for upcoming district and state events

January

- Introduce FBLA to new students
- Connect members with business professionals relevant to competitive event areas
- Create teams and participate in FBLA partner programs

February

- Encourage members to apply for FBLA scholarships
- Create teams and participate in FBLA partner programs
- Participate in FBLA Week
- Celebrate CTE Month

What Should I Do This Month? (cont.)

March

- Host a competition practice day with business and industry
- Host an additional chapter financial leadership & management activity
- Purchase graduation regalia from the FBLA Shop

April

- Elect officers for the next membership year
- Present members and their accomplishments at a school board meeting

May

- Host an end-of-year awards recognition event
- Share with school administration all you have accomplished for the year using the end-of-year report template
- Promote FBLA Collegiate to graduating high school members and FBLA High School to graduating middle school members

June

- Attend NLC

July

- Host an officer retreat to plan for the next year
- Review FBLA offerings
- Add chapter activities and conference dates from the Schedule at a Glance to your school calendar and start a plan to attend
- Review the Chapter Management Handbook and new merchandise in the FBLA Shop





Adviser Support

FBLA provides a variety of tools and resources to support advisers throughout the program year. From timely updates to ready-to-use materials, these resources are designed to save time, strengthen chapter operations, and help advisers confidently lead successful chapters.

Email Communications

Bi-weekly Adviser Alerts are regular FBLA communications designed to keep advisers informed and organized throughout the year. These emails highlight key deadlines, upcoming events, program updates, and opportunities, and serve as a reliable, one-stop source for essential national-level information from FBLA. Advisers may also receive occasional supplemental messages throughout the year, and states may distribute additional communications through state-level listservs or newsletters with state-specific information.

Adviser

Advisers can expect to receive information related to:

- National conference details and planning information
- Updates on member education programs, competitive events, and national initiatives
- New opportunities and programs for chapters and members
- Marketing templates, promotional resources, and awareness toolkits
- Time-sensitive announcements and quick action items

For ongoing support, ideas, and inspiration, advisers are also encouraged to regularly visit the [FBLA News page](#). This hub features announcements, tips, program highlights, and timely updates designed to help advisers lead successful chapters throughout the year.

Adviser Resources Page

The [Adviser Resources page](#) is a centralized hub for tools, guides, and references to support chapter management. Resources are organized to help advisers easily find what they need at any stage of the program year. This page is designed to help advisers efficiently plan, organize, and support their chapter's activities and goals. Please note that access to some resources requires access to CONNECT.

FBLA Support Center

Have a question? For help with invoices, payments, corrections, or topics like competitive events, national conferences, or national programs, please start by visiting the FBLA Support Center (support.fbla.org). Use the search bar or browse by category (e.g., membership, competitive events) to find quick answers.

If the needed information cannot be found, a support ticket may be submitted at support.fbla.org for additional assistance.

CONNECT

CONNECT

CONNECT serves as the hub for chapter management including membership rosters, invoicing and finances, assigning officer privileges, chapter records, communication tools, and much more. By leveraging these features, chapters can enhance membership engagement, retention, and overall growth.

Need help getting started? Check out our [step-by-step tutorial videos](#) and [Quick Guides](#).

CONNECT can significantly support chapter membership in several ways:

- **Enhanced Communication:** The platform enables efficient communication between chapter members, making it easier to share information, updates, and meeting details.
- **Resource Access:** Chapters can access a wealth of educational materials and resources that can be used for professional development and training purposes, enhancing the overall quality of the chapter's programs.
- **Networking Opportunities:** Members can CONNECT with other chapters and share best practices, ideas, and strategies to improve chapter activities and membership initiatives.
- **Promotion of Events:** Chapters can use CONNECT to promote their events and activities, attracting more members by increasing awareness of opportunities within the chapter.
- **Collaboration on Projects:** Members can collaborate on projects or events, leading to more engagement and teamwork within the chapter, which can help strengthen chapter bonds.
- **Mentorship and Guidance:** New members can find mentors within the platform, which can improve retention and provide the support they need to stay engaged.
- **Showcasing Achievements:** Chapters can celebrate their accomplishments on the platform, motivating members and attracting potential recruits by showcasing success stories.



Why Accounting?



Great salary/
earning potential



Opportunity to
help people



Career growth
and advancement



Ability to specialize
in industries



Transferable skills



Accounting happens
in every business



Recruiting members is an important role for the adviser given that members may have other commitments like sports and clubs. Here are talking points to encourage members to join FBLA and support chapter growth.

Membership Recruitment Talking Points

- FBLA provides members with an opportunity to develop skills in networking, team building, and communications through competitive events, membership education programs, and chapter activities.
- Members learn many soft skills needed in the workplace, such as time management, collaboration, critical thinking, problem solving, decision making, and social responsibility.
- Travel is one of the most popular and memorable FBLA activities. It's a great way to:
 - Motivate members
 - Network with other advisers
 - Increase the visibility of the chapter
 - Earn recognition for members at conferences
- Use past trips and experiences to recruit new members. Encourage members to attend regional, state, and national conferences whenever possible. In addition to competitive events, conferences offer leadership workshops, networking opportunities, and fun experiences such as amusement parks, sporting events, and group outings. These experiences help members see the full value of FBLA involvement.



**CLICK HERE OR
SCAN THE QR CODE**

To access resources, including recruitment strategies, recruitment one-pagers, and more.



Accounting is *more*
than you might think

It's *also* strategic

- Auditing/assurance
- Consulting and outsourcing
- Wealth advisory
- Digital/AI
- Cybersecurity
- Forensic accounting
- Taxes

- Data analytics
- Networking
- Time management
- Problem solving
- Communication
- Organization
- Teamwork



We'll get you there.

CPAs | CONSULTANTS | WEALTH ADVISORS



Join our Talent Community

Membership Recruitment Strategies

Host an Induction Ceremony for New Members

Celebrating new members helps create a welcoming chapter culture and encourages continued participation in FBLA.

**CLICK HERE OR
SCAN THE QR CODE**
To access resources, including a
sample ceremony script,
and more.



Open Membership in the Spring

A best practice is to open membership for the upcoming year at the end of the previous one. Chapters may consider offering a small membership dues incentive to encourage early sign-ups. Parents and guardians may appreciate this approach, as it reduces fall budgeting responsibilities. Membership funds should be deposited into the school account so they are available when members are entered in CONNECT in the fall, making the payment process more efficient. [Learn more about dues amounts here.](#)

Make It Personal

There is no such thing as a “one-size-fits-all” membership for individuals. Members enjoy when interactions are customizable. Are members focused on community service or leadership development? Maybe some are focused on succeeding in competitive events. Make sure the chapter has opportunities available for members with varying interests.

Listen to Members

Regular member surveys help identify interests and ensure the chapter is meeting member needs. This feedback can be used to shape experiences that keep members engaged and returning next year.

Buddy Mentoring Program

Create a mentor/buddy program that pairs longer-term members with newer members. This is an excellent way to engage veteran members and use their experiences to help newer members learn more about FBLA. This can also be helpful for advisers because the mentors can answer questions rather than having all questions directed at one person.

Track Their Progress

Consider a progress log or member accountability/recognition within the chapter. Providing a means of keeping members accountable can improve chances of achieving positive results, which in turn can prolong membership. The act of documenting that progress helps people to see the value of their membership, which aids retention. Consider utilizing CONNECT’s official point tracker to recognize member involvement throughout their FBLA career. Points are tracked cumulatively and can be used to award special recognition at graduation, such as cords, stoles, or a designated FBLA honor.

Stay in Touch

Before the program year ends, make sure to get contact information for members. If the chapter uses social media channels, encourage members to follow the chapter for updates throughout the summer. Let members know how to stay involved while school is out. Send a welcome message just prior to school starting and communicate when the first meeting will be held.



Effective Chapter Meetings

Meetings are a forum to brainstorm ideas, make decisions, and plan events. Regular, well-planned meetings help maintain member interest and participation in FBLA and organization awareness. Maintain a balance of business and social activities to engage members.

Meeting Length & Frequency

The answers to these questions will vary from chapter to chapter and are often shaped by the structure of the school or institution. Some chapters meet during designated class periods or instructional time, while others meet during lunch, in the evening, or before or after scheduled classes.

Regardless of when meetings are held, it is important to choose a format and schedule that support member participation and chapter goals. Completing meeting minutes promptly and sharing them with all members helps keep everyone informed, engaged, and connected.

For the first meeting of the year **with** an established officer team, plan on at least 45 minutes to cover key items for the upcoming year. For the first meeting of the year **without** an established officer team, plan for 30-45 minutes for the adviser to cover key items and give election information.

The frequency of meetings depends on the chapter’s needs. Chapters should meet at least once a month. However, when holding an initial meeting without officers, waiting a full month to conduct elections may be too long. National and state calendars can help guide decisions about how often the chapter should meet.

Other Factors to Consider

-  **Where will you meet?** Often, an adviser’s classroom is ideal. Depending on your chapter’s size, you may need to consider alternative locations like a larger lecture hall, cafeteria or gym.
-  **Bringing in guest speakers** is one way to engage members and provide more learning and career opportunities. You can also request that a National Officer attend your meeting virtually.



Effective Chapter Meetings

Sample Agenda

1. Call to Order
2. Roll Call
3. Approval of the Previous Meeting Minutes
4. Treasurer's Report
5. Other Officer Updates
6. Committee Reports
7. Unfinished Business
8. New Business
9. Date of Next Meeting
10. Adjournment

Chapter Bylaws

Chapter bylaws establish the structure of the chapter. They may include membership terms, chapter dues amounts, and a list of responsibilities for chapter officers. Schools may have specific guidelines that should be reflected in chapter bylaws.

Each local chapter should have a set of chapter bylaws. Bylaws specify the qualifications, rights, and liabilities of membership, and the powers, duties, and grounds for the dissolution of an organization.

Local chapter bylaws must follow state and national bylaws and the FBLA, Inc. charter. Any rules that come from these higher-level documents cannot be changed by the local chapter.



**CLICK HERE OR
SCAN THE QR CODE**

To access resources, including sample bylaws, sample minutes, a sample Treasurer's report, and more. ➔



STICKER ROLL



BLUE AND GOLD STOLES



OFFICIAL POCKET SLIDE

EVERYTHING YOUR CHAPTER NEEDS TO START STRONG

Prepare your chapter for success with the tools that support leadership and member recognition.



OFFICIAL LAPEL PIN



PODIUM BANNER



GAVEL AND SOUNDING BLOCK



TABLE DRAPE



Leadership

Local Chapter Officers

Officers are the backbone of chapter operations. Having members serve as local chapter officers affords them leadership opportunities and can be a great source of assistance for an adviser.

Each FBLA chapter has the flexibility to design an officer team that fits its unique needs. Chapters may follow a traditional structure with officers such as President, Vice President, Secretary, Treasurer, Historian/Reporter, and Parliamentarian, or adopt innovative, role-focused titles like Vice President of Communications, Vice President of Development, Vice President of Programs, or executive-inspired positions such as CEO, COO, and CFO.

Depending on school policies, members might not be allowed to handle any financial transactions.

Additional officers may include class representatives, who report upcoming activities to their respective classes.

The process for electing chapter officers should be outlined in the chapter bylaws. It is important that the election procedure is followed when selecting chapter officers.

A few methods for selecting officers include:

- Election by majority or plurality vote of chapter members.
- Application process with interviews.
- Point system.
- Elect a slate of officers, then the adviser assigns specific positions to each officer.

**CLICK HERE OR
SCAN THE QR CODE**

To access resources, including sample officer applications, and more.





Sample Officer Duties

Effective officers will:

- Provide an environment where all members will grow professionally.
- Include all members in a dynamic Program of Work.
- Conduct the business of the chapter.
- Maintain current records and minutes.

President

- Preside over all meetings according to accepted parliamentary procedure and approve or prepare an agenda for each meeting.
- Keep meetings organized, productive, and focused.
- Maintain regular communication with officers, members, and advisers.
- Call special meetings as necessary.
- Represent the chapter at meetings, events, and special functions.
- Demonstrate leadership, professionalism, and accountability.
- Assist in planning and preparing documents and materials for chapter activities.

Vice President

- Preside over meetings in the absence of the president.
- Assist the president with leadership and chapter management.
- Oversee committees, teams, or officer assignments.
- Support the development and execution of the chapter's Program of Work.
- Help prepare chapter reports or summaries as required by the division or state.

Secretary

- Assist the president with preparing meeting agendas.
- Prepare, record, and distribute accurate meeting minutes.
- Maintain chapter records, files, and correspondence.
- Keep an accurate membership and attendance roster.
- Read communications during meetings when appropriate.
- Count and record votes when taken.

Treasurer

- Be sure to follow school and district policies regarding student handling of funds.
- Receive and act as custodian of chapter funds, if permitted.
- Maintain accurate, up-to-date financial records.
- Assist with dues collection and financial leadership & management activities.
- Prepare a financial or treasurer's report for chapter meetings.
- Support financial planning for chapter activities and events.

**CLICK HERE OR
SCAN THE QR CODE**

To access resources, including other potential officer duties, a sample officer installation ceremony, and more.



Officer Duties (cont.)

Parliamentarian

- Ensure meetings are conducted according to parliamentary procedure.
- Assist members in understanding basic parliamentary rules.
- Advise the presiding officer on proper meeting procedure.
- Help maintain fairness, order, and structure during meetings.

Communications / Marketing & Communications Officer

- Prepare timely news releases or articles about chapter activities.
- Manage or support chapter social media and digital communications, as approved by the adviser.
- Promote chapter activities, events, and achievements.
- Maintain a record or history of chapter accomplishments.

**CLICK HERE OR
SCAN THE QR CODE**

To access resources, including other potential officer duties, a sample officer installation ceremony, and more.





Chapter Committees

By establishing committees, member leaders can help with the day-to-day tasks that will make the chapter a success. Chapter committees are also an effective way to increase member involvement in chapter activities.

Consider assigning a chapter officer to chair each committee to help guide the chapter and ensure committees are aligned with the Program of Work established by the officer team. Committees are also a great way to encourage members to take a leadership role and grow as future business leaders. An added benefit is the opportunity to tap into members’ creativity while fostering teamwork and a strong sense of community.

Committee chairs should provide brief reports on their progress and completed projects to ensure alignment with chapter goals. By leveraging committees effectively, the chapter can maximize member engagement, build leadership skills, and create a strong, well-organized foundation for success.

Suggested Committees

Many chapters have the following ongoing committees to build chapter involvement:

- **Professional Development:** Finds guest speakers for meetings; coordinates business tours and learning activities.
- **Recruitment/Membership:** Tracks membership data for the chapter and develops ideas for increasing membership numbers, including planning recruitment and retention activities.
- **Financial Leadership & Management:** Plans chapter fundraisers in support of chapter activities and community initiatives, such as conferences and travel, service organizations, etc.
- **Community Service:** Facilitates chapter’s community involvement by coordinating service activities. Works with the financial leadership & management committee to plan any fundraisers for service organizations.
- **Social:** Plans icebreakers and organizes extracurricular activities for the chapter.
- **Marketing & Communications:** Promotes chapter events, activities, and achievements through social media, outreach, and advocacy efforts while sharing the impact of FBLA through clear, consistent, on-brand communication.
- **Programs:** Promotes information about competitive events, member education programs, and partner programs to members. This may be split into different committees for each program.
- **Recognition:** Researches recognition opportunities such as member programs and scholarships for chapters and members.

**CLICK HERE OR
SCAN THE QR CODE**

To access resources, including a sample committee report template and more.



Program of Work

What Is a Program of Work?

A Program of Work is a strategic plan that outlines the goals, activities, and initiatives the chapter will carry out during the year. It serves as a roadmap for achieving the chapter’s mission and enhancing the overall FBLA experience for members. A well-developed Program of Work provides structure, direction, and purpose, helping ensure consistent progress and long-term success.

Why a Chapter Needs a Program of Work

A Program of Work helps chapters operate intentionally rather than reactively. By establishing clear plans in advance, chapters can use their time and resources more effectively while maximizing member involvement. Key benefits include:

- **Clear Structure:** Establishes goals, responsibilities, and timelines to support efficient chapter operations.
- **Increased Member Engagement:** Provides a variety of meaningful activities that encourage participation and sustained involvement.
- **Accountability & Recognition:** Allows chapters to track progress, set measurable benchmarks, and align activities with Champion Chapter tasks and other national recognition opportunities.

A strong Program of Work keeps the chapter focused on purposeful initiatives throughout the year.



Program of Work Content Categories

The content of the Program of Work is its foundation. A well-rounded Program of Work typically includes activities from the following five content categories:

- Business & Industry Connections
- Social Activities
- Community Service
- Financial Leadership & Management
- Marketing & Communications

The resources in this handbook can be used to brainstorm activities and projects for each category. Overlap across categories is natural and encouraged during the planning process. Visit the Adviser Community in CONNECT to share and gain ideas from other chapters.

**CLICK HERE OR
SCAN THE QR CODE**

To access resources, including a
Program of Work template,
S.M.A.R.T goals, tips, and more. ➤





Program of Work (cont.)

Program of Work Format

There is no single required format for a Program of Work. Chapters should choose a format that best fits their needs and is easy for members to understand and use. Common formats include:

Calendar
A calendar-based Program of Work lists activities throughout the school year and serves as a helpful at-a-glance planning tool. While simple and visual, this format typically does not include detailed goals or task descriptions.

**CLICK HERE OR
SCAN THE QR CODE**

To access resources, including a
Program of Work template,
S.M.A.R.T goals, tips, and more. ➤



Chart
A chart format helps keep members organized and accountable. Charts may include the following elements:

- Goals
- Objectives
- Task descriptions
- Officer responsible
- Committee assigned
- Resources needed
- Start and end dates
- Status updates

Other Formats
If another format works better for the chapter, feel free to use it. The most important consideration is that the Program of Work is clear, accessible, and useful for all members.



Business & Industry Involvement

Business & industry connections focus on building meaningful relationships between FBLA chapters and the business community to strengthen career awareness, employability skills, and workforce readiness. Through engagement with employers, advisory committees, and industry professionals, members gain insight into real-world business practices while expanding professional networks and exploring career pathways. These connections create authentic learning opportunities that enhance classroom instruction and support members’ transition from education to employment.

Best Practices

- Engage former members, parents, advisory committee members, and business and industry partners in FBLA chapter and classroom activities.
- Foster and maintain mutually beneficial relationships with business and industry partners.
- Encourage members to build personal and professional networks through ongoing interaction with business professionals.
- Recognize, respect, and leverage the expertise of business and industry partners to enhance member learning and chapter initiatives.

Example Ideas

- Invite business partners to serve as mentors, providing guidance and career insight to FBLA members.
- Coordinate industry tours or site visits to expose members to real-world business environments.
- Engage business partners in competitive event preparation by serving as subject-matter experts, facilitating study sessions, providing presentation or role-play feedback, or conducting mock interviews.
- Host a Resume and Mock Interview Day in collaboration with business and industry partners.
- Organize virtual or in-person employer panel discussions to highlight career pathways and industry trends.
- Facilitate a “Reverse Career Fair,” where members showcase their skills, experiences, and career interests while business partners interact with and recruit talent.
- Invite business professionals into the classroom to discuss career pathways within specific career clusters and industry sectors.
- Publicly recognize business and industry partners through social media, chapter communications, or community events.
- Encourage business partners to serve as judges for competitive events at the district, state, and national levels.
- Incorporate business and industry expertise into the chapter’s Program of Work to strengthen relevance and real-world impact.



Social Activities

Social activities strengthen chapter culture by fostering connection, collaboration, and a sense of belonging among FBLA members beyond the classroom or competitive setting. These activities create opportunities for members to build relationships, develop teamwork skills, and feel more engaged in their chapter and school community. When thoughtfully planned, social activities support member retention, inclusivity, and overall chapter success.

Best Practices

- Incorporate an icebreaker or energizer into each chapter meeting to encourage interaction and participation.
- Rotate responsibility among chapter officers by assigning each officer a meeting at which they facilitate a group icebreaker or team-building activity.
- Plan chapter-wide bonding activities at the beginning and end of the school year to establish and reinforce a positive chapter culture.
- Ensure social activities are physically, financially, and geographically accessible to all members.

Example Ideas

- **Ice Breakers:** Energizers and ice breakers at the beginning of chapter meetings promote interactions between members.
- **Park Party:** Host a budget-friendly gathering at a local park with food, games, and informal activities.
- **Community Scavenger Hunt:** Create a list of tasks around the school or community and divide members into teams to complete challenges within a set time.
- **Chapter Dinner:** Share a meal together at a local restaurant or school venue.
- **Movie Night:** Organize an in-person or on-campus movie night for members.
- **Bowling, Mini Golf, or Roller Skating:** Choose an inclusive activity that allows members to socialize in a relaxed environment.
- **Theme Park Trip:** Explore group rates and packages for a larger chapter bonding experience.



**CLICK HERE OR
SCAN THE QR CODE**

To access resources, including
sample chapter activities,
icebreakers, and more.

Community Service

Community service promotes goodwill and understanding by engaging FBLA members in meaningful service that benefits their school, community, and beyond. Through service initiatives, members learn to identify community needs, plan and implement solutions, and evaluate their impact while building character, leadership, and career-ready skills along the way. These experiences foster a lifelong commitment to service while helping members develop empathy, problem-solving abilities, and an understanding of workplace expectations and community partnerships.

FBLA community service activities support member growth through a Learn–Lead–Serve approach. Members learn by exploring personal values, ethics, and community needs; lead by applying servant leadership skills in real-world contexts; and serve by collaborating with community partners and advocating for positive change. Together, these experiences position members as active contributors and valuable assets to their communities, both today and in the future.

Best Practices

- Record community service activities through CONNECT.
- Connect community service activities to member learning, career preparation, and leadership development.
- Assign a chapter officer or committee to plan, coordinate, and evaluate community service efforts.
- Partner with local, regional, and global organizations to expand impact and perspectives.
- Establish clear goals and success measures for each service initiative.
- Provide structured opportunities for members to reflect on their service experiences.
- Maintain a living resource document to organize, track, and document service projects and partnerships.

Example Ideas

- Partner with feeder schools (elementary, middle, or high school) to support service initiatives or mentorship opportunities.
- Offer tutoring or academic support to peers and younger students in the community.
- Organize a campus or community clean-up rotation involving multiple student organizations.
- Support blind and low-vision individuals by providing visual assistance through live video-based services.
- Turn a neighborhood jog, walk, or weekend hike into a financial leadership or awareness event for a local cause.
- Promote FBLA’s service partner initiatives.
- Member-Run Pop-Up Sale: Plan and operate a small sale (snacks, crafts, school spirit items) with proceeds donated to a local nonprofit. Members practice pricing, budgeting, marketing, and teamwork.
- Crafts for a Cause: Create handmade items and develop simple packaging and marketing to sell in support of a community organization.

Financial Leadership & Management

Why It Matters

Financial leadership and management enable chapters to carry out their Program of Work by supporting materials, activities, travel, and conference participation. Thoughtful planning helps ensure funds are available when needed and aligned with chapter priorities.

While the term “**fundraising**” can sometimes feel uninspiring to members, reframing these efforts as financial leadership and management highlights their broader value. Beyond generating revenue, these financial leadership and management activities provide meaningful, real-world learning experiences that build essential skills. Members practice project management, budget planning, profit forecasting, teamwork, time management, and accountability for results. These are the skills that translate directly to both the workplace and everyday life.

By implementing intentional financial leadership and management activities, chapters can reinforce classroom learning while offering members opportunities to collaborate with business partners and community leaders. These experiences strengthen professional skills, deepen community connections, and support the long-term sustainability of the chapter.



Getting Started

- Form a Financial Leadership & Management committee and appoint a chair.
- Review school fundraising policies, approval processes, and timelines.
- Schedule events that do not conflict with other school or community efforts.
- Promote activities through flyers, announcements, newsletters, and social media.
- Turn in collected funds regularly and keep accurate records and receipts.
- Effective budgeting helps chapters operate smoothly and avoid last-minute financial stress.
- **Identify expenses:** conferences, travel, materials, events, and service projects.
- **Estimate income:** dues, fundraisers, sponsorships, and grants.
- **Track finances:** use FBLA templates, spreadsheets, or budgeting tools to monitor income and expenses.
- **Review regularly:** compare actual spending to projections and adjust as needed.
- **Plan ahead:** prioritize required costs and consider adding 10–20% to projected expenses to account for increases.

**CLICK HERE OR
SCAN THE QR CODE**

To access resources, including a sample fundraising letter additional fundraising tips, and more.

Financial Leadership & Management (cont.)

Creating a Chapter Budget

Include a budget in the chapter’s Program of Work and align it with chapter goals. Once conference and travel costs are known, determine a per-member cost and share it early with members. Be sure to budget for chapter programs, service projects, and special initiatives.

Financial Leadership & Management Success

- Set clear goals based on budget needs.
- Encourage member participation through incentives or recognition.
- Promote events consistently and track progress toward goals.

Think Outside the Box

Successful chapters diversify their financial leadership & management efforts. In addition to traditional fundraisers, explore partnerships with local businesses, school/campus or community events, merchandise sales, and service-based opportunities.

Community Partners

Engaging community partners is an effective way to support chapter activities while building member leadership skills. A Financial Leadership & Management Committee can reach out to local businesses to request donations of goods, services, or food for meetings and events. Even small items can be used as incentives for meetings and recruitment activities.

When Asking for Donations

- Send an introductory email and follow up with a phone call one week later.
- Be polite and professional.
- Clearly introduce yourself and explain that the chapter represents a nonprofit organization.
- Ask for specific needs rather than general wants.

Always follow up with a thank-you note and acknowledge businesses publicly when possible. Even if a donation is not provided, thank them for their time. When approaching businesses, members should dress professionally and be well-prepared to represent the chapter positively.

Sponsorships

Sponsorships provide an opportunity to raise funds while strengthening community relationships. Businesses want to know what they receive in return, so be ready to share benefits such as:

- Logo placement on chapter T-shirts.
- Recognition in press releases for projects, events, or travel.

**CLICK HERE OR
SCAN THE QR CODE**

To access resources, including a sample fundraising letter additional fundraising tips, and more.



Marketing

Strong marketing and consistent branding help attract chapter members, engage the school community, and build credibility with partners and supporters. From meetings to financial leadership & management activities, every chapter activity benefits from clear communication and a recognizable visual identity.

Why Marketing Matters

Effective marketing:

- Increases chapter visibility in the school/campus and in the community.
- Supports membership recruitment and retention.
- Promotes events, fundraisers, and achievements.
- Builds trust with school administrators, advisers, and community partners.

Marketing is most successful when it is planned, consistent, and aligned with FBLA brand standards.

Branding

The chapter represents National FBLA at the local level. Visit the [FBLA Brand Center](#) on FBLA’s website for the [Brand Guidelines](#), logo assets, templates, and more. Using FBLA’s official branding ensures consistency and professionalism across all materials. Branded materials and digital graphics also help reinforce chapter identity and recognition.

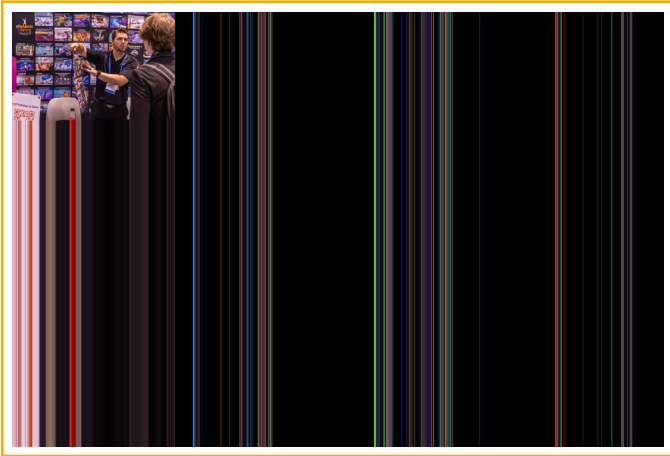
- Use official FBLA logos, colors, and templates when creating flyers, social media graphics, presentations, and apparel.
- Follow logo usage and design guidelines to maintain a consistent look.
- Avoid altering logos, colors, or fonts outside approved guidelines.

Chapter Marketing Channels

Chapters should use a mix of communication channels to reach different audiences:

- **School Announcements & Newsletters:** Promote meetings, events, and achievements.
- **Social Media:** Share event reminders, photos, member spotlights, and chapter highlights.
- **Flyers & Posters:** Place in high-traffic areas such as hallways, cafeterias, and common spaces.
- **Email & Messaging Platforms:** Keep members informed and engaged.
- **Word of Mouth:** Encourage members to invite friends and classmates to meetings and events.

Consistency is key. Regular communication keeps FBLA top of mind.



Marketing (cont.)

Event Promotion & Member Involvement

Promote events by clearly sharing the **what, when, where, and why**, using simple visuals, promoting early, and sending reminders. Share photos and highlights after events to build excitement and showcase chapter successes such as awards, conferences, and service projects.

Engage members by assigning marketing and communications roles or forming a Marketing & Communications Committee. Encourage members to contribute photos, ideas, and stories to build ownership and strengthen communication skills.

Share chapter stories beyond the school to extend reach through press releases, school or district newsletters, websites, and community or local media outlets. Track success by monitoring event attendance, membership growth, digital engagement, and feedback, and use these insights to refine future outreach.

CLICK HERE OR
SCAN THE QR CODE
To access resources, including a
sample press release, and more.



Awareness Toolkits

FBLA provides ready-to-use awareness toolkits for events such as National Entrepreneurship Month and FBLA Week to help chapters easily promote key initiatives, engage members, and increase visibility through coordinated activities, messaging, and promotional resources.

National Entrepreneurship Month – November

In November, FBLA members and chapters celebrate National Entrepreneurship Month by exploring innovation, business creation, and entrepreneurial thinking. This month

highlights how members turn ideas into action through projects, competitions, and real-world problem solving. Chapters are encouraged to engage members with activities that showcase local entrepreneurs, develop business skills, and inspire creative thinking while connecting classroom learning to career pathways. Filled with ready-to-use activities, challenges, and promotional resources, the Entrepreneurship Month Toolkit is shared in September to help chapters plan meaningful and impactful experiences throughout the month.

FBLA Week – February

In February, FBLA members and chapters dedicate a week to celebrating their chapter's success, publicizing FBLA activities, boosting membership, thanking advisers, and gearing up for spring events and competitions. Held the second week of February, which is Career & Technical Education Month, **FBLA Week** is the time for chapters to reflect on the progress they have made during the program year and the goals they still want to accomplish. Packed with activities for each day, prizes, and opportunities to connect with the FBLA community, the FBLA Week Toolkit is shared in December.

Financial Literacy Month – April

April is Financial Literacy Month, a time to raise awareness about the importance of making smart, informed financial decisions. FBLA chapters plan and host a variety of activities throughout the month to promote financial literacy among members and their school communities. These activities may include workshops on budgeting and saving, guest speakers from the finance or business industry, interactive lessons, social media campaigns, and chapter challenges focused on money management skills. By actively planning and participating in these initiatives, FBLA chapters help members build financial confidence, develop responsible habits, and apply real-world financial knowledge that supports their academic, career, and personal success. The Financial Literacy Month Toolkit is shared in February.



Participants in the **FBLA Stock Market Game (SMG)** aren't simply playing a game. They are learning skills and making decisions that they'll eventually use in their lives. The **FBLA SMG** places participants inside a real-time market environment where they must analyze data, evaluate risk, and interpret the impact of current events on a hypothetical portfolio of stocks, bonds, and mutual funds.

The FBLA SMG is more than a portfolio simulation.


It is **Investwrite®**, a nationwide essay contest where middle school and high school students have an opportunity to apply their SMG experiences in addressing a related prompt for a chance at national recognition.


It is also **SMG InvestQuest™**, an online and mobile game where players are challenged to diversify their portfolios and maintain their asset allocation through the course of a year or more while reacting to current events and economic news.

Register for the FBLA SMG today and bring the knowledge and skills you gain with you towards future financial success.



fbla.org/stock-market-game/



Overview of FBLA Programs

FBLA offers a comprehensive suite of chapter-based, membership, and member education programs across all divisions to support leadership development and community engagement. These programs provide structured, year-round opportunities for members to apply classroom learning, develop career-ready skills, and earn recognition at the local, state, and national levels. Signature programs—such as division-specific chapter recognition initiatives and individual achievement pathways—allow members to progress through guided learning experiences aligned to their educational stage. In partnership with business, education, and industry organizations, FBLA also offers classroom-ready program opportunities for recognition, awards, and prizes.

Competitive Events

FBLA’s Competitive Events Program recognizes and rewards member excellence across a broad range of business-, technology-, and career-related areas. These events are designed to prepare members for successful careers in business by providing opportunities to apply classroom concepts in a workforce-simulated competitive environment. Through participation, members build career readiness skills, explore potential career pathways, and receive meaningful feedback from business and industry professionals as part of a broader Work-Based Learning continuum.

FBLA competitive events span a wide variety of formats and subject areas, including objective tests, presentations, role plays, production events, case competitions, and chapter-level projects. Events may be offered at the local, district, state, and national levels, with top competitors advancing through successive levels of competition.

Advisers play a critical role in supporting member success in competitive events. Chapters are encouraged to review the annually updated competitive events guidelines and operations manual and to coordinate with their state leaders to ensure eligibility requirements, deadlines, and procedures are met. When effectively integrated into chapter planning and classroom instruction, competitive events enhance member engagement, strengthen chapter outcomes, and advance FBLA’s mission of developing future business leaders.

Curriculum Integration of Competitive Events

The Competitive Events Program provides a structured, authentic way for members to apply classroom learning through objective testing and real-world, career-aligned scenarios. Event objectives, topics, guidelines, and rating sheets are published in advance, giving members clear performance expectations and enabling timely, practical application of academic content within a workforce-simulated environment.

Integration Strategies

- **Simulated Local Competitions:** Host in-class or school-based competitions using administrators, advisory committee members, or business partners as judges, allowing members to experience an FBLA competitive event in an authentic setting.
- **Project-Based Advancement:** Integrate competitive event guidelines into classroom projects and select high-performing member work to advance to official FBLA competitions.
- **Instructional Use of Event Guidelines:** Use competitive event guidelines as an instructional framework for teaching key concepts. For example, using the *Introduction to Business Presentation guidelines*, members can work in teams to develop and deliver presentations on assigned topics. Event rating sheets may then be used for peer feedback and/or teacher assessment. This approach may also be applied to events such as *Impromptu Speaking*, *Public Service Announcement*, *Exploring Digital Video Production*, and *Exploring Animation*.
- **Modular Instructional Alignment:** Break competitive events into instructional components that align with course pacing. For example, the *Business Plan* event may be used to sequentially teach competitive analysis, marketing and sales strategy, operations, management and organization, long-term development, and financial planning, with members building their plan as each concept is introduced.
- **Curriculum and Industry Alignment:** Review competitive event objectives and competencies to identify alignment with classroom instruction, industry standards, and workforce expectations.



Competitive events are aligned with the **Advance CTE Career Cluster Framework** and with national **Business Administration Standards** by MBA Research.

- **Work-Based Learning:** Competitive events can be strategically used to support Work-Based Learning by selecting events that align closely with business and industry needs—particularly topic-based events. Through interaction with business partners and real-world scenarios, members apply classroom learning while demonstrating Work-Based Learning competencies across the continuum:
 - **Learning About Work:** Competitive events introduce members to career pathways, workplace expectations, and industry-relevant skills through objective tests, research, and presentations that build career awareness in simulated business environments.
 - **Learning Through Work:** Project-based events require members to solve authentic business problems, develop deliverables over time, and apply academic, technical, and employability skills with structured feedback from judges.
 - **Learning at Work:** Select events involving direct engagement with business professionals or real clients provide deeper, career-aligned experiences that reinforce workplace behaviors, professional competencies, and career readiness.

Competitive Events Preparation Resources

FBLA provides a variety of preparation resources to help members and advisers get ready for competitive events. Through [CONNECT](#), members can access sample objective test questions, role play scenarios, production tests, and case competition materials that mirror the formats and content of official competitions. Advisers and members are encouraged to use these tools alongside the official Competitive Events Guidelines and rating sheets to reinforce content knowledge, build confidence, and improve readiness for district, state, and national competition.

SCAN THE QR CODE FOR YOUR LEVEL



➤ Middle School



➤ High School



➤ Collegiate

CLICK HERE OR SCAN THE QR CODE

To access resources, including busted myths on competitive events, and more.





Member Education Programs

FBLA’s member education programs provide structured, self-paced pathways that build leadership, business knowledge, and community engagement across all divisions. The Business Achievement Awards (BAAs) offer guided, level-based experiences for members in middle school and high school, allowing participants to progressively develop skills, apply learning through real-world activities, and earn recognition for their achievements. At the collegiate level, the Excellence Award recognizes sustained involvement in professional development, leadership, and service through tiered levels of distinction.

Together, these programs reinforce FBLA’s mission by supporting continuous growth and career readiness at every stage of the member experience. Members complete these programs through CONNECT and earn certificates that are linked to their CONNECT account and are available for download or printing.

Middle School Business Achievement Awards

The [Middle School Business Achievement Awards](#) (BAAs) are a member education program open to all active FBLA Middle School members. Participating members can enhance their leadership skills, expand their business knowledge, contribute to their local communities, and earn recognition by immersing themselves in their school and communities. There are two levels within the Middle School Business Achievement Awards:

- **Explore Award:** Members are introduced to the foundations of FBLA and leadership principles in three interactive modules.
- **Aspire Award:** These four-hour courses take a deep dive into specialized content areas. Courses may be repeated.

High School Business Achievement Awards

The [High School Business Achievement Awards](#) (BAAs) are a member education program open to all active FBLA High School members. Participating members can enhance their leadership skills, expand their business knowledge, contribute to their local communities, and earn recognition by immersing themselves in their school and communities. The High School BAAs consist of four levels, although the levels do not need to be completed in sequence:

- **Contributor Award:** Members are introduced to the foundations of FBLA and learn how to best take advantage of the opportunities available to members.
- **Leader Award:** Members learn the fundamentals of leadership and explore their personal leadership style.
- **Advocate Award:** Members have the opportunity to select a business skill or content area that they would like to further develop.
- **Capstone Award:** Participating members will design, complete, and reflect on a project that solves a real-world problem. Interested members can submit their project for competitive review at the National Leadership Conference for a chance to win a cash prize.

Member Education Programs (cont.)

Excellence Award

The [Excellence Award](#) is a member education program open to all active FBLA Collegiate members. This award highlights members who actively participate in a variety of activities such as educational programs, leadership development, networking opportunities, and community engagement. By earning points through these activities, members can achieve different levels of distinction: Bronze, Silver, or Gold. The Excellence Award encourages continuous personal and professional growth, rewarding those who exemplify dedication to making the most of their FBLA Collegiate experience.

Champion Chapter

The Champion Chapter program is a series of membership recruitment and engagement-focused challenges available to all active FBLA chapters. Chapters may complete activities throughout the year to earn points toward national recognition, including ribbons, digital certificates, digital medallions, and classroom banners.

Chapters build their Program of Work by completing activities across one or more of the five program sections. Participation is flexible—chapters may take part in one section or all five.

All eligible Champion Chapters that meet the requirements will earn a banner for the adviser’s classroom, chapter meeting space, or school award display.

The Champion Chapter program is open to all active middle school, high school, and collegiate FBLA chapters.

SCAN THE QR CODE FOR YOUR LEVEL



➤ Middle School



➤ High School



➤ Collegiate



Recognition

FBLA recognizes outstanding contributions and achievement of individuals each year at the National Leadership Conference (NLC). Check with the state leader about these recognitions and requirements for awards. The national recognition form must be completed by the state leader or their designee.

Who’s Who & Young Leader

These awards honor exemplary FBLA members who have made outstanding contributions to the association at the local, state, and national levels. Each state may enter one Collegiate and one High School member for Who’s Who and one Middle School member for Young Leader.

Criteria for selection of nominees by the state might include:

- Years of participation in FBLA activities
- Extent of participation in state and national conferences
- Contributions to local, state, and national projects
- Participation in other activities
- Young Leader must have completed at least the Explore level of the Middle School Business Achievement Awards

Gold Seal Chapter of Merit Award

The Gold Seal Chapter of Merit Award (Hollis and Kitty Guy Award) recognizes outstanding local chapters that have actively participated in projects and programs identified with the goals of FBLA. Each state may select two chapters, or up to 15 percent of its total number of active local chapters, whichever is greater, for the Gold Seal Award.

Businessperson of the Year

Each state may nominate one Businessperson of the Year per division who will be recognized at the NLC for exemplary leadership within the business world and significant contributions to and championing of FBLA at the local, district, or state level.

Outstanding Chapter Adviser

Each state may nominate one local adviser in each division who will be recognized at the NLC for exemplary leadership, significant contributions to the development of FBLA members, and belief in the goals of FBLA and business education.

Adviser Wall of Fame

The [Adviser Wall of Fame](#) recognizes advisers and state leaders with 20 or more years of service to FBLA. Current and retired advisers are eligible. Nominations may also be made for posthumous recognition. Different from other recognitions, advisers may nominate themselves for the Adviser Wall of Fame award. Adviser Wall of Fame eligibility is confirmed by the state leader prior to awarding at the National Leadership Conference.

Scholarships

Each year, FBLA and our partners offer tens of thousands of dollars in scholarships and grants to members to help pay for school, travel, and even professional attire. Deadlines for scholarships take place throughout the year. Visit each division’s [Scholarship & Financial Aid page](#) for more information.

Dressed to Impress Scholarship

This need-based scholarship provides chapters with \$300 to purchase professional attire. It is open to any chapters that have at least five paid members by the application deadline.

Distinguished Business Leader Scholarship

Applicants must be either graduating high school seniors or Collegiate members with at least one year left in school. High School members must have completed either the Advocate or Capstone level of the Business Achievement Awards, and Collegiate members must have achieved Silver level in the Excellence Award.

FBLA x Futures Scholarship

FBLA is proud to partner with Pearson to offer three \$2,000 Pearson Futures Scholarships for high school juniors or seniors and college or university undergraduates who plan to continue their postsecondary education. These scholarships support driven students who demonstrate leadership, academic commitment, and active engagement in FBLA while working toward their postsecondary goals. Recipients may use the award to help fund their enrollment at an accredited college or university.

National Leadership Conference Scholarship

The National Leadership Conference (NLC) Scholarship provides financial assistance to FBLA members to help offset conference registration and travel-related expenses associated with attending the NLC. The scholarship includes a \$500 award and a complimentary NLC registration (\$195 value). Scholarship funds must be used for conference and travel-related expenses.

National Technical Honor Society Scholarship

This scholarship recognizes two FBLA members who are also members of the National Technical Honor Society (NTHS).

To be eligible, applicants must be current, dues-paid members of both NTHS and FBLA and may submit only one application during the application period. Scholarship funds are awarded directly to accredited educational institutions, certificate programs, continuing education providers, or approved online programs and are never paid to individuals. NTHS reserves the right to determine the accreditation status of all funding requests. Recipients may receive only one NTHS/FBLA scholarship in their lifetime.

SCAN THE QR CODE FOR YOUR LEVEL



➤ Middle School



➤ High School



➤ Collegiate

Partner Programs

FBLA partners with educational organizations to provide members with meaningful, hands-on learning opportunities beyond its own programming. These partner programs help members develop practical business and leadership skills and can be easily incorporated into chapter meetings, classrooms, projects, and conference activities.

Be sure to check the [FBLA website](#) for the latest partner programs and updates, as new opportunities may become available throughout the year.

LEAD4CHANGE®

Division: Middle School, High School

Lead4Change is FBLA’s Preferred Leadership Program. It’s a free member leadership program for members in grades 6-12 that helps members build essential life skills while making a positive impact in their community. The program combines nine modules of leadership curriculum with a service project and unlocks the unique gifts of each member to create real, lasting change!

Lead4Change is the leadership resource you’ve been looking for—easy to implement, backed by research, and trusted by over 28,000 educators nationwide. And yes, it’s completely free!

Forget complex, expensive student leadership programs. With Lead4Change, you’ll:

- Empower students with practical leadership and life skills
- Save time and energy with a flexible, no-prep-required curriculum
- Spark real change in your classroom and your community

[Click here](#) for more information



Division: Middle School, High School

The FBLA LifeSmarts Challenge is a national educational competition focused on personal finance and consumer topics.

This free program, open to members in grades 6-12, quizzes members about personal finance, technology and workforce preparation, consumer rights and responsibilities, health and safety, and the environment.

[Click here](#) for more information

Partner Programs (cont.)



Division: Middle School, High School, Collegiate

The Stock Market Game lets students build financial literacy and business skills through hands-on experience managing a virtual portfolio in a real-world market simulation.

Members in the FBLA Stock Market Game may work individually or in teams of two to five members to build and manage a successful investment portfolio of stocks, bonds, and mutual funds, using a hypothetical \$100,000.

[Click here](#) for more information



Knowledge Matters

Powered by eDynamic Learning

Division: High School

The Personal Finance Challenge encourages members to test their financial literacy skills. Participating teams will make personal financial decisions for a simulated person. The concepts members will work on include opening bank accounts, paying bills, filing taxes, applying for jobs, enrolling in educational courses, paying for goods and services, applying for credit cards, determining schedules, budgeting, and more. For each round, teams will be ranked based on their person's net worth after running the simulation for two virtual years.

The Virtual Business Management Challenge encourages members to test their skills at managing a virtual business manufacturing either bicycles or blue jeans. Members will be limited as to which variables they can control during each of the qualifying rounds. What participants control will include various combinations of the following concepts: recruiting/hiring/supervising employees, risk management, organizing floor layouts, bidding on orders, and more. For each round, teams will be ranked based on their business' cumulative profit after running the simulation for six virtual months.

[Click here](#) for more information



**FBLA
NFLC**

NATIONAL FALL LEADERSHIP CONFERENCE

WASHINGTON, D.C. | NOVEMBER 5-7, 2026

Rich in history and full of unique educational opportunities, the nation's capital offers experiences that cannot be replicated elsewhere.

- General sessions featuring inspiring keynote speakers
- Breakout sessions and workshops focused on leadership
- Networking with peers across FBLA divisions and regions
- Expo hall showcasing partners and opportunities
- Programs and experiences designed for every member

**EXPLORE MORE AT
FBLA.ORG/NFLC**



State and national conferences represent an important opportunity for members to learn, compete, network, and explore career options. Check with the state leader to find out when the district or state conference will take place.

National Leadership Conference (NLC)

Each June, FBLA members come together for the National Leadership Conference (NLC), the culminating experience of the FBLA program year. Thousands of participants take the national stage to compete in business-related events, gain career-ready skills through workshops and exhibits, and help shape the future of the organization by electing National Officers for the upcoming year. Across all divisions, the NLC provides meaningful opportunities for learning, leadership, and connection. The Future Leaders Expo is a high-energy trade show-style space where members explore exhibitor booths, meet officer candidates, network, shop FBLA gear, connect at the Member Hub, and take part in fun traditions like pin trading, all in one place.

[Learn more about the National Leadership Conference.](#)

National Fall Leadership Conference (NFLC)

The National Fall Leadership Conference (NFLC) is an annual event designed to empower FBLA members with leadership skills, business knowledge, and networking opportunities. Through interactive workshops, students develop essential career and leadership abilities to succeed in their future endeavors. Beginning this year, FBLA Middle School, High School, and Collegiate divisions will come together for one unified national fall conference experience, creating more opportunities for collaboration and shared learning across all levels of FBLA.

[Learn more about the National Fall Leadership Conference.](#)



Conferences (cont.)

Conference FAQs

Does a student have to be a member to attend a conference?

In order to attend a conference and be protected with liability insurance, a student must be a registered member in CONNECT at the time of registration.

Do members need a chaperone or may they attend a conference on their own?

For middle school and high school, under no circumstances may a member attend a conference without a school official, parent/guardian, or designated adult per the school district. This will require the individual to be registered for the conference (either as an adviser or a guest/chaperone). For collegiate members, an adviser is strongly encouraged but not required for any official functions.

For conferences, may I bring additional members who may not be competing?

Chapters may bring additional members to the National Leadership Conference, even if they are not competing. Business and leadership workshops and special activities are available for all registered members.

How will I know if my members participate in competitive events?

Across all divisions and all conferences, the posted schedules alert members to their scheduled competitive event arrival times. If members have advanced to finals, schedules are available through the conference app. If a member is not listed on the presentation schedule, the member did not advance to finals. Members competing in objective test and production test only events will find out the top ten during the Awards of Excellence General Session.

National Dress Code

FBLA members and advisers should develop an awareness of their appearance. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world.

During FBLA conferences, appropriate attire is required of all attendees and presenters.

[Learn more and download a printer-ready version of the dress code.](#)





NATIONAL LEADERSHIP CONFERENCE



COLUMBUS, OHIO | JUNE 29-JULY 2, 2027

NLC gives every member the chance to stand out, grow their skills, and connect with leaders who open doors to their future.

- Build confidence and leadership skills by competing on a national stage
- Stand out for college and careers with national-level experience
- Gain real-world skills in communication, teamwork, and problem-solving
- Expand networks by connecting with peers, advisers, and industry professionals
- Explore new perspectives through travel, workshops, and exposure to new ideas
- Strengthen chapter connections through shared national-level experiences

EXPLORE MORE AT
FBLA.ORG/NLC



EMPOWERING STUDENTS, UNITING COMMUNITIES

The Mascot Shop™ turns school spirit into a student-led business that connects your entire community.



**ZERO
COST**

Students gain hands-on experience in entrepreneurship, marketing, financial modeling and operations.



**STUDENT-LED
EXPERIENCE**

A learning opportunity for students to run a professional business.



**FUNDRAISING
SUPPORT**

Tools and tracking designed to help you hit your goals.

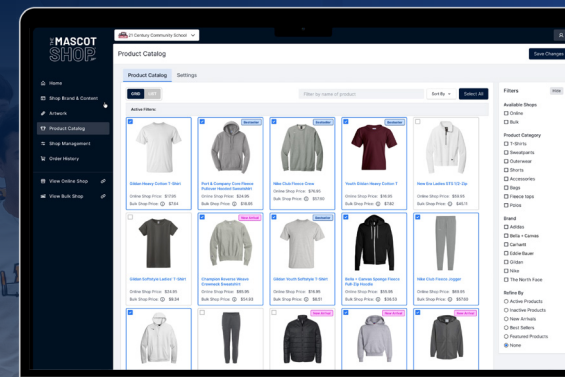
PLAN AHEAD FOR:

- **SCHOOL-WIDE EVENTS & BULK ORDERS**

Simple bulk ordering for pep rallies, homecoming, spirit weeks and other school-wide events.

- **SCHOOL, CLUB & COMMUNITY SPIRIT WEAR**

Easy individual consumer online ordering of custom apparel for students, families, and staff.



EXPLORE THE MASCOT SHOP
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THE MASCOT SHOP[®]

BUILDING LEADERS THROUGH STUDENT-LED EXPERIENCE

Empower your students, fund your chapter and outfit your community with The Mascot Shop™.



REAL-WORLD LEARNING

Students gain hands-on experience in entrepreneurship, marketing, financial modeling and operations.



SUSTAINABLE FUNDRAISING

Create a year-round revenue stream for travel, chapter activities and more.



ELEVATED VISIBILITY

Boost your chapter's presence with high-quality school apparel that serves your community.



ADVISER-FRIENDLY SUPPORT

We provide the tools you need to ensure your Mascot Shop is student led and adviser approved.



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