





Dear Members and Advisers -

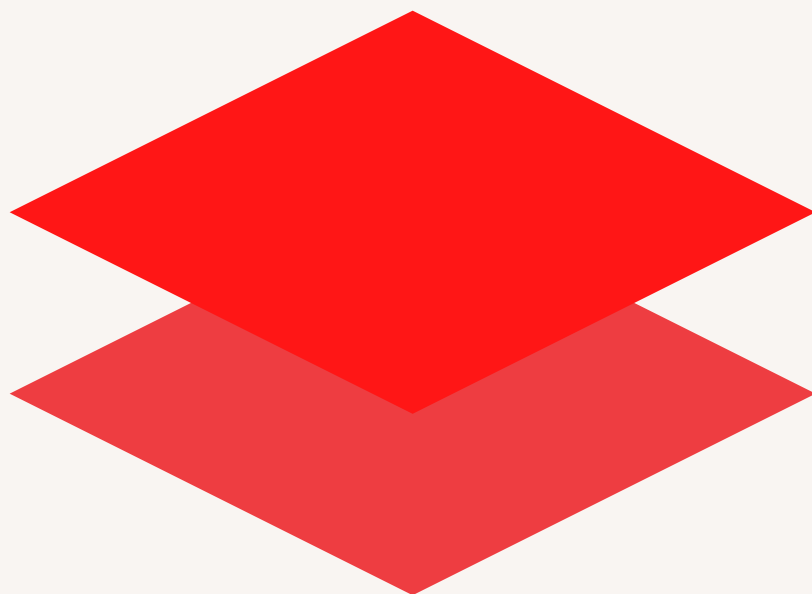
As we travel into this new year, we here at the State Association are ready to introduce the brand new annual membership campaign. We're beyond excited to introduce this year's "Discover the World" theme. Including our never before done, four-tier award system, as a new and revised membership award. We believe it is time to recognize Florida FCCLA's hard-working chapters to a greater extent. Middle and High school Chapters throughout the state will have the opportunity to be rewarded at our State Leadership Conference. We can't wait to see all that you accomplish this year.





Categories

This year's membership campaign is divided into two categories: Leadership and Advocacy. As guiding principles for FCCLA, the membership campaign will encourage members to discover their inner leaders and advocates.



LEADERSHIP



LVL 01

- Have 75% or more of your chapter membership participate in a community service project.
 - May include participating in the state community service project, raising funds for local non-profits, or holding events for your community that help the community.
- Provide evidence of workshops being conducted, inviting state officers, or doing meetings at the chapter level.
- Provide evidence of recognizing members within the chapter for their hard work and dedication to FCCLA.
 - This could be providing members with awards, posting them on the chapter social media, or giving them a shout out at the chapter meeting.
- Have 50% or more of your chapter membership participate in a STAR or Proficiency Event.
- Provide evidence of fundraising for your chapter.

SUMMARY:



Participate in a community service project, as well as train members via workshops hosted by the chapter or the state. Make sure to also participate in competitive events, and that you're recognizing members for their work in the chapter!

LEADERSHIP



LVL 02

- Establish a chapter officer position to make sure membership campaign points are being followed.
- Have (or have had) a member run for a District or State Office.
- Attend a state-wide training.
- Hold a leadership workshop in or outside of school.
- Provide evidence of networking with other clubs in your school or district.
- Organize and execute an officer bonding event.
- Provide evidence of an etiquette and/or manners workshop being held.

SUMMARY:



Make sure you have chapter officer working on keeping track of this project, as well as participate at districts events. Attended beneficial training session the SEC will hold. Make sure you're holding workshops outside of your school. Bond with your fellow officers.

LEADERSHIP



LVL 03

- Have an established officer team
 - Meaning, have a team of chapter leaders that are responsible for running the chapter. (President, Vice President, etc.)
- Show evidence of officers planning for chapter events.
 - Show meeting minutes with officer names, screenshots of zoom calls, group chats, etc.
- Reach out to a District or State Officer asking for guidance, advice, or fun facts!
- Provide evidence of an induction ceremony being held.

SUMMARY:



Have an officer team, we recommend having a team of leaders leading your chapter to greatness! Show us that your officer team is working hard! Network, network, network! Hold an induction ceremony so affiliated members feel special!

ADVOCACY



LVL 01

- Provide evidence of promoting FCCLA in your schools and community.
 - Can be done via social media, posters, flyers, school announcements, etc.
- Start a chapter social media account, and gain 50 or more followers.
 - Provide chapter handle and evidence of owning the account. Account must also be active.
- Have 50% or more of your chapter follow the Florida FCCLA Instagram.
 - Social media accounts can be found on the state website.
- Create a video (no longer than three minutes) highlighting chapter events and moments.
 - Can be posted on YouTube, Instagram, or a similar platform.
- Provide evidence of Chapter Members participating in competitive event planning and preparation workshops.

SUMMARY:



Promote FCCLA! Start a social media account (this will be your scrapbook in a way) and highlight everything you've done at the end of the year with an amazing video! Don't forget, follow us!

ADVOCACY



LVL 02

- Have 50% or more of your chapter join the Florida FCCLA Discord!
 - Members must be over 13 (Discord ToS).
 - Invite link is found on the state website.
- Have 25% or more of your chapter members follow the Florida State Officers
 - Instagram links can be found on the state website.
- Attend a District Meeting.
 - Evidence to prove this includes pictures, tickets, or email confirmations showing you went to the meeting.
- Have a member (or have had a member) run for District or State Office.
- Provide evidence of a chapter run newsletter being distributed to members or the school.

SUMMARY:



Join our Discord server, interact with us on social media platforms, attended district events, and run for office! Create your very own chapter newsletter letter just like our state newsletter the "Rose Petal".

ADVOCACY



LVL 03

- Complete an adviser appreciation event
- Buy merch from the Florida FCCLA Store (to be announced) or National FCCLA Store
- Provide evidence of a leadership workshop being hosted with another club.
- Promote and publicize your chapter's earnings at Competitions and who is advancing to the State level.
- Tag us on your social media post.
- Provide evidence of interacting with the State Social media.
- Promote the state theme and targets around the school!
 - State Theme and Targets are found on the state website.
- Provide evidence of creating hashtags for your school.
- Remain active on the Discord and interact with other members.

SUMMARY:



Get out and advocate! Here is a general outline of some things you can do to promote and publicize FCCLA. Understand and promote our state targets. INTERACT with our pages on social media! Use our discord!

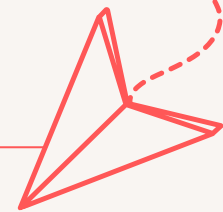


Award Divisions

This years membership campaign chapter awards are split into four levels. From highest rank: Ruby, Gold, Silver, and Bronze. In order to be deemed any level you will have to complete a certain number of tasks from our two categories.



THE FOUR TIERS



RUBY

IN ORDER TO BE
AWARDED RUBY:

You **MUST**: complete every task from **LEVEL 1** in both categories; **TEN tasks** from Leadership Level 2 or 3, and **TEN tasks** from Advocacy Level 2 or 3.

GOLD

IN ORDER TO BE
AWARDED GOLD:

You **MUST**: complete every task from **LEVEL 1** in either Leadership **OR** Advocacy; **SIX tasks** from Leadership Level 2 or 3, and **SIX tasks** from Advocacy Level 2 or 3.

SILVER

IN ORDER TO BE
AWARDED SILVER:

You **MUST** complete **TEN tasks** from **EITHER CATEGORY** (Leadership and Advocacy), **ANY** level.

BRONZE

IN ORDER TO BE
AWARDED BRONZE:

You **MUST** complete **SIX tasks** from **EITHER CATEGORY** (Leadership and Advocacy) **ANY** level.



OUR SOCIALS

Florida FCCLA



@FLFCCLA

@Jorge_312210
@Paulaavellanedax
@look_its_ella
@_kase2003



FLFCCLA.ORG



@FLFCCLA

@chefs_kid
@mahecruzx
@diana_oor
@erikaaenriquezz



To contact members of the State Executive Council,
visit flfccla.org/sec



REVIEW ALL THE STATE TARGETS:

PIONEER

a new era of Family Values

ENVISION

the future through Career Preparation

INSPIRE

the new generation of leaders in our communities

EMPOWER

members through Successful Leadership

FINAL DESTINATION

MEMBERS AND CHAPTERS,

We hope that you work hard to receive these awards and represent Florida FCCLA with pride! Wear that wonderful red blazer and walk across the stage knowing that your chapter has worked towards a Membership Campaign recognition award. The mission is yours now to execute, and we can't wait to see what you have in store.

BEFORE YOU DEPART:



Due dates for submissions of your tasks will be announced as we get closer to the State Leadership Conference.



If you have any questions AT ALL, email membership@flfccla.org, paula@flfccla.org, or message us on Instagram @flfccla.



All resources mentioned in this document can be found on our state website flfccla.org. If you are not sure where to find a specific item, email the contact above.



Make sure you're following us on all of our social media platforms so you don't miss out on any information! We post regular updates on social media AND our new Wordpress Blog.



thank you so much

