

SHINE WITH THE  
**STARS**

FLORIDA FCCLA  
ANNUAL MEMBERSHIP  
CAMPAIGN



FLORIDA  
STATE ASSOCIATION



# DEAREST

## MEMBERS & ADVISORS

FLORIDA FCCLA INTRODUCES THIS YEAR'S MEMBERSHIP CAMPAIGN "**SHINE WITH THE STARS**".

THIS TASK-BASED PROJECT IS DESIGNED WITH THE PURPOSE TO SPOTLIGHT NEW AND UPCOMING STARS, BRINGING OUR EXISTING CAST MEMBERS CLOSER AND RECOGNIZING HARD WORKING MEMBERS. ALL CHAPTERS HAVE AN OPPORTUNITY TO BE RECOGNIZED AT OUR STATE LEADERSHIP CONFERENCE.

**ARE YOU READY TO SHINE?**





# CATEGORIES



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

## LEVEL ONE

## ADVOCACY

- ☐ Provide evidence of promoting FCCLA in your schools and community via social media, posters, fliers, 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 45% or more of your chapter follow the Florida FCCLA Instagram.
- ☐ Create a video at your district meeting (no longer than three minutes) highlighting chapter events and moments.
- ☐ Provide evidence of chapter members participating in competitive event planning and preparation workshops.

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LEVEL TWO

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## ADVOCACY

- ☐ Have at least half of your chapter members follow the Florida State Officers.
- ☐ Attend the 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 The Rose Petal being distributed to chapter members.
- ☐ Open a TIKTOK account to advocate for FCCLA, FCS, and CTSOs.

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SHINE WITH THE STARS

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## LEVEL THREE

## ADVOCACY

- ☐ Help The Water Project by purchasing socks from We Help Two through our state campaign.
- ☐ Buy FCCLA branded items from the Florida FCCLA Store (TBA) or National FCCLA Store and post a picture #flfccla.
- ☐ Provide evidence of a leadership workshop and community service project being hosted with another club.
- ☐ Promote and publicize your chapter's results at district competition and who is advancing to the State level.
- ☐ Promote the state theme and targets around the school! State Theme and Targets are found on the state website.

SHINE WITH THE STARS

## LEVEL ONE

**Leadership**

- ☐ Have 25% or more of your chapter members participate in a community service project including the state community service project, raising funds for local non-profits, or holding events within your 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.
- ☐ Have 30% of your chapter membership participate in a STAR or Proficiency Event.
- ☐ Lead a fundraising event partnering with someone else within your district.

## LEVEL TWO

**Leadership**

- ☐ Establish a chapter officer position to make sure membership campaign points are being followed.
- ☐ Have at least two members run for a District or State Office position.
- ☐ Attend a state-wide training and at least two workshops at Florida VFC.
- ☐ Hold a leadership workshop in or outside of school.
- ☐ Organize and execute an officer team-building event.



## LEVEL THREE

**Leadership**

- ☐ Have an established officer team and scheduled meetings. (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.

# AWARDS DIVISION

This years membership campaign chapter awards are split into four levels. From highest rank: Oscars, 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.



# AWARD CATEGORIES



IN ORDER TO BE  
AWARDED AN OSCAR:

YOU MUST: COMPLETE EVERY TASK FROM  
LEVEL 1 IN BOTH CATEGORIES

PLUS: TEN TASKS FROM LEADERSHIP  
LEVEL 2 OR 3  
AND TEN TASKS FROM ADVOCACY  
LEVEL 2 OR 3.



IN ORDER TO BE  
AWARDED GOLD:

YOU MUST: COMPLETE EVERY TASK FROM  
LEVEL 1 IN EITHER LEADERSHIP OR ADVOCACY

PLUS: SIX TASKS FROM LEADERSHIP LEVEL 2  
OR 3, AND SIX TASKS FROM ADVOCACY LEVEL  
2 OR 3



IN ORDER TO BE  
AWARDED SILVER:

YOU MUST COMPLETE TEN TASKS FROM  
EITHER CATEGORY (LEADERSHIP AND  
ADVOCACY),  
ANY LEVEL.



IN ORDER TO BE  
AWARDED BRONZE:

YOU MUST COMPLETE SIX TASKS FROM EITHER  
CATEGORY (LEADERSHIP AND ADVOCACY).  
ANY LEVEL.

# FOLLOW US



**@flfccla**  
**@paulaavellanedax**  
**@frogline86**  
**@look\_its\_ella**  
**@oh\_my\_hades\_**  
**@kaitlinreese18**  
**@mahecruzx**



**flfccla.org**  
**fcclainc.org**



**membership@flfccla.org**  
**president@flfccla.org**  
**presidentelect@flfccla.org**





# SUBMISSION



To be considered for a chapter distinction award you must submit  
all evidence by:

MARCH

01

2023

**All required documentation of completed tasks will be submitted via a Google document. The Google doc will be released on February 1, 2023 through our state website and social media pages.**

ANY QUESTIONS? FEEL FREE TO EMAIL  
[MEMBERSHIP@FLFCCLA.ORG](mailto:MEMBERSHIP@FLFCCLA.ORG)

# Thank You

We hope to "Spotlight" you  
at our upcoming  
State Leadership  
Conference.

