

# 23-24 Membership Campaign



Dear FCCLA Advisers, Officers, and Members,

Are you ready to take part in "The Ultimate Journey" as you "Journey Your Way Into Florida FCCLA"? With this year's membership campaign, you will have all the resources you need to groove your way into leadership opportunities.

Our goal is for each member to grow and learn from their experience with FCCLA, that's why this year's State Executive Council has worked hard to provide you with all you need (and more!). Have any questions? For membership inquiries email us at [membership@flfccla.org](mailto:membership@flfccla.org) or visit the contact sheet for any other questions you may have!



**FCCLA®**  
**FLORIDA**

# 3 SIMPLE WAYS TO RECRUIT MEMBERS

# 1 2 3

## 1 - “Bring a Buddy” Meeting

Host a “Bring a Buddy” meeting including snacks and a brief orientation (try incorporating it into games to make it fun!). Each member is responsible for bringing a friend with them to the meeting. Encourage everyone to take pictures to post them on social media with the #FLFCCLA tag! You may be recognized by the state officers!

## 2 - Represent FCCLA!

Wear FCCLA clothing! Carry your FCCLA backpack around school, wear your FCCLA hoodie, rock that FCCLA phone case, and stick that FCCLA bumper sticker to your car!

## 3 - Share YOUR Experience

At your chapter meetings, show prospective members our State and National promotional videos! Talk to them about all the fun you had at Districts, SLC, and NLC!



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STATE ASSOCIATION

# FCCLA 101

## 2023-2024 Florida State Theme & Targets



### Journey

2023-2024

Lead the boogie train with

*Potential Leadership*

Groove into the world with

*Career Preparation*

Keeping it far out with

*Family Values*

Making peace with

*Community Service*

## 2023-2024 National Theme



## 2023-2024 Calendar of Events "At a Glance"

- Florida FCCLA Day & Membership Campaign Kick-off: September 18, 2023
- Affiliation Deadline: October 31, 2023
- Capital Leadership Conference, Washington, DC: October 9-11, 2023
- National Fall Conference, Birmingham, AL: November 10-12, 2023
- Virtual Fall Leadership Conference: November 28, 2023
- *State Leadership Conference, Orlando, FL: April 5-8, 2024*
- National Leadership Conference, Seattle, WA: June 29 - July 3, 2024

# **STATE-WIDE MEMBERSHIP CAMPAIGN GOALS**

**Goal 1: Increase Chapter Membership by 10**

**Goal 2: Take Advantage of FCCLA Opportunities**

We're calling all chapters to take part in this year's "State-Wide Membership Campaign Goals"! For chapters that were affiliated last year, make sure to use some of the recruitment strategies below to grow your chapter by 10 members!

Advisers, Chapter Officers, and previous members... Showcase to your chapter all the opportunities that FCCLA offers throughout the year. Take advantage of all that FCCLA has to offer, such as workshops held by State Officers throughout the year, attending conferences, participating in Power of One, competing in state and STAR events, and networking with members from around the country! Make this year an exciting FCCLA journey where you challenge yourself to grow within the organization.

Use the "Recruitment & Participation Strategies" checklist on the next page to check off all the ways your chapter can promote FCCLA!



# ***RECRUITMENT & PARTICIPATION STRATEGIES***

\_\_ Create a *Remind* account to notify all your members of upcoming meetings and opportunities!

\_\_ Level up your classroom with FCCLA printables and decorations!

\_\_ Host fundraising events to promote FCCLA and save up for attending conferences!

\_\_ Encourage members to run for District & State Office!

\_\_ Invite a State Officer to your school to host a leadership workshop!

\_\_ Take part in this year's Community Service Project!

\_\_ Distribute our State Newsletter, "The Rose Petal" to all members!

\_\_ Recognize your chapter members for their accomplishments! Set a "Member of the Month" initiative!

\_\_ Have members follow @FLFCCLA on Instagram so they're up-to-date on all things Florida FCCLA!

\_\_ Show videos and photos from past conferences during your meetings to show all the fun you had!

# ***RUN FOR A STATE OFFICER POSITION!*** ***"THE EXPERIENCE OF A LIFETIME"***

## **Do you want to...**

- Travel the country with a group of friends?
- Improve your public speaking and leadership skills?
- Grow in FCCLA?
- Make connections that will last a lifetime?

**YOU can represent Florida FCCLA  
next year by running for a State  
Officer Position!**

Contact  
[seccandidates@flfccla.org](mailto:seccandidates@flfccla.org)  
for more information!

## ***YOUR ONE-STOP SHOP TO OUR RESOURCES***

Visit **<http://flfccla.org/membership-campaign>**  
to view links, flyers, videos, printables, and  
much more!



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STATE ASSOCIATION

# **Know a school without an FCCLA Chapter?**

Let's get them to affiliate...

## **FCCLA offers many advantages for administrators:**

- FCCLA awakens students about learning and makes them eager ambassadors for the school
- Integrating FCCLA offers recognition for a diverse population of students. Even those who do not participate in school activities are included
- The public's image of the school is strengthened by district, state, and national recognition in FCCLA programs

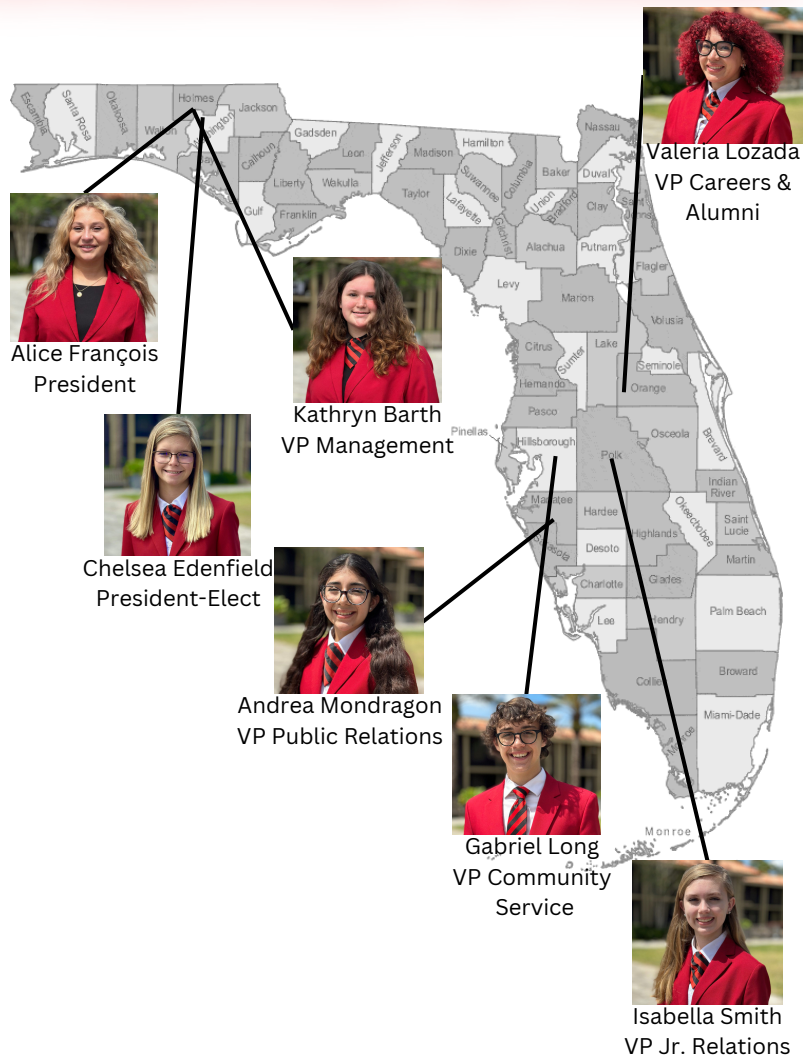
## **FCCLA in the classroom:**

- Improves self-esteem and enriches student learning
- Gives students the chance to apply and evaluate their understanding of the national standards for Family and Consumer Sciences
- Provides opportunities to all FACS students regardless of their ability levels, economic situations, or cultural backgrounds

**Send our State Staff the school's name and teacher contact information at [membership@flfccla.org](mailto:membership@flfccla.org). We'll reach out to them and help kickstart their chapter.**

# Contact Guide

*WHERE YOUR REPRESENTATIVES ARE LOCATED:*



*HAVE QUESTIONS? CONTACT US AT:*

## General Information

[info@flfccla.org](mailto:info@flfccla.org)

## Competitive Events

[competitiveevents@flfccla.org](mailto:competitiveevents@flfccla.org)

## Alumni & Associates

[alumniassociation@flfccla.org](mailto:alumniassociation@flfccla.org)

## Social Media

[socialmedia@flfccla.org](mailto:socialmedia@flfccla.org)

## Membership

[membership@flfccla.org](mailto:membership@flfccla.org)

## SEC Candidate Info

[seccandidates@flfccla.org](mailto:seccandidates@flfccla.org)