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THE TEXAN

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RECRUITMENT ACTIVITY ISSUE!
ISSUE

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Send letters!

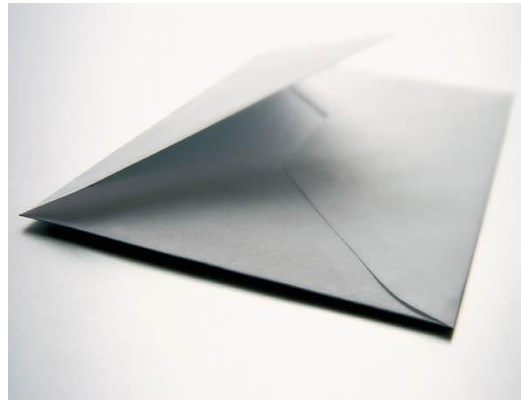
By: Lina Hidalgo

How many of you have received a letter in the last month?

Not a letter from a college, or friend, but one from your high school FBLA chapter asking you to join? If you are reading this, you are most likely involved in FBLA. If this is the case and you answered “no” to the previous question, you should start getting out pen and paper. We all know what happens at the beginning of the year: students get bombarded with offers from every club in the school. It is in your hands to get your fellow students to choose FBLA, allowing them to have the opportunities and experiences you have had. So you want to convince your peers that FBLA is the organization to join, but how?

Surely, you have received countless letters in your life promoting various things. Some ask for involvement, some ask for funds, and others merely inform. Letters have been used for many years to fulfill a number of purposes so it is safe to assume that they are an efficient way of getting a message across. As you write your letter, keep the following suggestions in mind.

Make sure your letter is informative: Before buying anything, you must understand why it is a worthy investment. Similarly, when you ask a student to join FBLA, you are asking that student to invest his or her time in the organization. Few buy an item without knowing what it is for and few will join your FBLA chapter if you do not tell them explicitly what FBLA is about.



Give students an incentive: Explaining what FBLA consists on is not enough if you do not emphasize the benefits that the organization has to offer. Students will choose an organization that offers them something. Stress the importance of joining organizations in High School, the prestige of a student organization with over 250, 000 members and the opportunities that FBLA provides its members with (competition, networking, travel, etc.). Tell them where the NLC will be and about your chapters' successes in the past. If your chapter has never attended an NLC, challenge them by sharing with them your goal of attending one. Share your membership goal for the year with potential members.

Address the members' concerns before they express them: Each school is different and you know yours well. If your school is small, talk about how FBLA can be a great way to incorporate a limited business-related curriculum. If at your school students are too involved in other organizations, emphasize the fact that FBLA allows members to excel by seeking offices and that it is relevant to the real world. These are just two examples but you get the idea.

Give potential members a course of action: Imagine that a student reads your letter, discovers that FBLA is an incredible organization and decides to join. Now what? Make sure you explain the membership process for the members, their enthusiasm for FBLA will wane if they cannot promptly find out how to join.

Watch the image you create: As you write your letter, pay close attention to the way it is written. Make sure your words are appropriate and your grammar is perfect. Ask several people to proofread the letter for you and look out for sections of it that may be ambiguous.

Letters are an easy way to boost your chapter's membership. You can ask business teachers to hand them out to their students, talk to your principal about including them in your school's welcome packets at the beginning of the year, or pass

them or mail them out yourself. Let everyone in your school know about FBLA, only by being an active member can you inspire others to do the same.

Window of Opportunities

By: Meghan Shaughnessy

FBLA offers members so many opportunities to do many things they would otherwise not ever have a chance to do. FBLA welcomes all students to become members and enjoy the many opportunities it offers. I have been involved in FBLA for a long time and because of this great organization I have had the opportunity to enjoy many wonderful experiences.

During my freshman year of high school my chapter took it's officers to Denver, Colorado for the National Fall Conference. During this time I was lucky to have started out as an officer my first year. NFLC turned out to be an amazing experience! I met so many new people from all over the mountain plains region. The workshops were very interesting and the speakers gave us so much useful information. The most important part of the conference though, was getting to know my chapter officers. During the time we spent in Denver we got to know each other better and this united our chapter and made us a stronger officer team.

The State Leaderships that I have attended have all been very important to helping me get through high school and be ready for college. Competing at state level is overwhelming, but has given me the motivation to work hard and strive to uphold the goals of FBLA.

Being a part of FBLA I am able to give back to the community and become more involved in school activities. Our FBLA chapter focuses on community service projects to help less fortunate people around our community. This is an

important part of our chapter and two examples are Thanksgiving baskets and Teddy Bears from the heart. Before Thanksgiving members bring in food items in order to put together a basket for a needy family. Members really enjoy doing this and take pride in the fact they have helped someone. When a child is taken out of a traumatic situation a teddy bear helps them cope. Members bring in bears which go to firemen and policemen in order to help children cope with the stress of emergencies. These are just two of the ways FBLA helps the community.

FBLA offers members a window of opportunities. It is up to them to reach out and take it. FBLA offers this to all its members. We want to offer this opportunity to all students and that is why FBLA works so hard on recruitment. I always bring my friends in to join FBLA, because I want them to experience all the things I have too. When chapter officers speak to students who are interest in FBLA they should not just tell them how good it will look on a college application –that is a good thing- but they should also tell them that FBLA has so much more to offer than that. It is an experience of a life time and there is no other organization like FBLA.

The Stomach Controls the Mind

By: Whitney Groves

We all know that when were hungry it makes thinking about things very hard to do. On the other hand, it's much easier to think about a project or recruitment on a full stomach! People always appreciate free food, so why not try a fund raiser/ recruitment drive? You can offer (hungry) people a quick bite for only a dollar and a minute of their time. While they munch away on a blueberry muffin, you can be telling them all about the wonders of FBLA, and chances are,



they'll listen, because their stomach's been satisfied.



For example, at my school, Hightower, my FBLA chapter sells Otis Spunkmeyer cookies every week to the students for just a dollar. Needless to say, they go crazy. When they see the cookies come out, they line up fifty-deep to get the sweet cookies, and when they ask, "who makes these?" we simply reply:

"FBLA, come check us out."

Then of course, there are the pizza parties. These are basically when my adviser, Ms. Singleton, decides randomly to spoil us at the meetings, and it is much enjoyed. And when others see us having fun and eating pizza, they want to join in too. But Ms. Singleton tells them one thing.

"You have to be a member."

And soon enough, people start walking up to me asking, "Where can I sign up for FBLA?" And therein lies the beauty of the system – they come for the pizza, but stay for the FBLA experience. Already, I've been asked several times about FBLA, and told by several people that they'll be joining. It's really satisfying to see people interested in FBLA, and even greater to know that we can do it selling cookies and eating pizza.

Email Chain

By: Travis Larson

Every year your high school usually asks for your parents email address at the beginning of the year, along with your house, phone numbers, etc. The school uses this information as a way to keep in touch with your parents. Well what if we could get our schools to email parents about FBLA

and ask them to tell their children about it? We could potentially gain lots of new members this way!

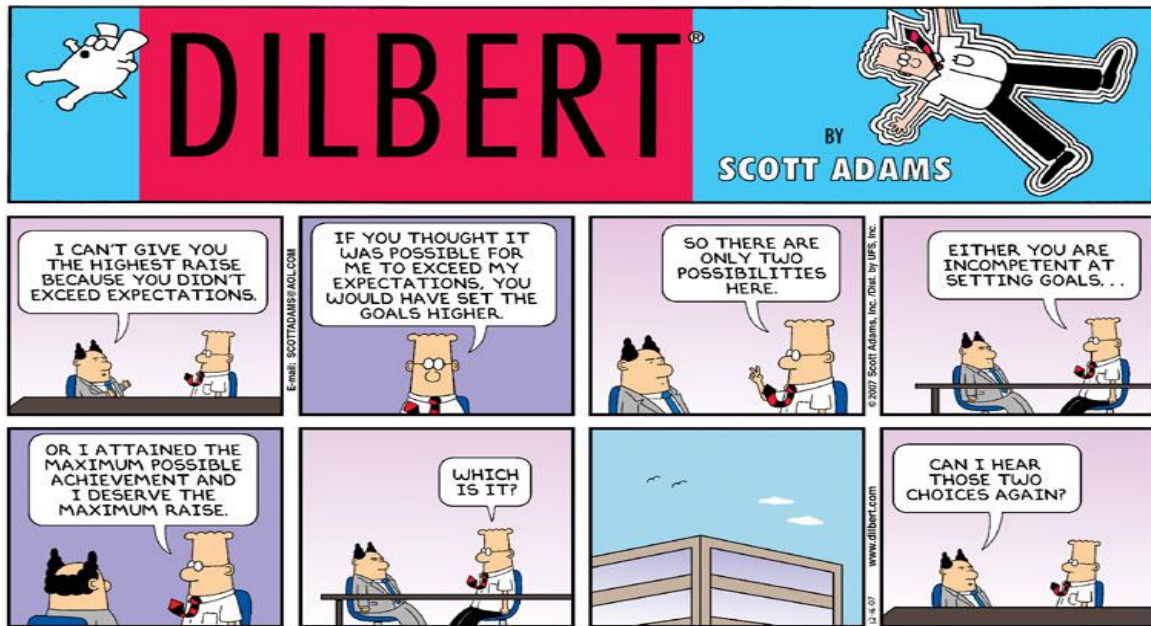
This is our goal this year, to recruit more people into Texas FBLA! Maybe your chapter has had issues with getting students active in FBLA; this would be a perfect way to get students interested in joining. Talk to your advisor and your principals about doing this. Every potential member could also be a potential friend. If you have a Myspace, chain letters are quite common and most of you should be used to them. It takes little to no time at all to send out the information. Email your friends, Post bulletins on Myspace, make a note on Facebook, anything you do can help. If some people don't have email or Myspace/Facebook, pass out flyers at school, post signs, visit classrooms. So get out there, spread the word, and let's kick off this year with a great start!

Note from the Editor

By: Jerry Ferguson

If only we could have people listen intently to a cause for just one minute, things might change right? We've all felt at one point or another, that if we could just have a minute or two, one on one, with someone we could convince them on a cause. Well, I'd love to say that I know how to guarantee that minute, but all I have are ideas. So if the goal is as small as a minute, why is it so hard to achieve? Well, here is a famous Chinese proverb that I believe we can incorporate into finding, and achieving this goal. "Tell me and I'll forget; Show me and I may remember; Involve me and I'll understand." We all too often forget, those to which we are preaching to. We aren't usually preaching to the choir, about a cause we want them to join. Often it's the opposite, we are preaching to those outside of the church. Take away the analogy and what you are left with is a group of people who all too often are asked to join this,

donate now, or spend some time here. They all are asking the same question in their mind. WHY??? Can you answer it effectively? If so, then you have discovered a way to extend that ten second attention span of your audience, to that minute you want. But if you need some help, let us all reflect again on the Chinese proverb. Telling this group of possible members is not enough, for they may forget, or not listen. How hard is it do disguise attention? Not very hard, because I know that I for one, have had my eyes glazed over in Physics once or twice. The same concept applies to these recruitment activities. Talking about joining FBLA is great, and I encourage it to all, but you must do the next step, and show them what you are talking about. Then this audience may remember. From there, all you can do is your best, and if its enough, you will fulfill the last part of the quote, and involve them, enough to keep them involved. This way they will remember, and not only that, they will understand.



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Thought I would end with some humor :D Goal Setting. If you are exceeding expectations, you have to set them higher!