

# Membership Ideas

Keep in mind that not all ideas work for all schools. Small schools have a much easier time reaching individual students, but larger schools sometimes have more resources that are better suited to a larger audience. Find something that works for your chapter and **go for it!!** Best of luck recruiting!

– Makaylie Langford

Utah FCCLA 2016-2017 VP of Membership

## Helpful Tips

- ⇒ Be visible – Posters, flyers, T-shirts, etc.
- ⇒ Remember to recruit younger students. Help a freshman get excited about FCCLA and you've found a member for the next four years!
- ⇒ Make it easy to join! Don't scare away potential members with a complicated application process. Simplify it as much as possible and put membership applications in an easy to access place so they don't have to search for them.
- ⇒ Get the guys involved too! FCCLA is not just about girls, so remember the guys when you plan activities.
- ⇒ Be aware of other activities. Try to schedule your activities so that everyone can attend. If school sports have practice after school, have your meetings at lunch. If the choir and orchestra are having extra practices on Wednesday, do your service project on Friday.
- ⇒ Have fun!! Who really wants to join a club that's all work and no play? Even when your chapter is busy with STAR Events or a service project, don't forget to have fun activities!

## RECRUIT

### Food!!

Who doesn't love food? Anything you do with food can bring in new members.

- Pizza Party
- Root Beer Floats
- Tacos
- Breakfast
- Ice Cream Party

### Fun!

- Have fun opening social at the start of the school year.
- Have a chapter movie night
- Chapter Halloween and Christmas Parties
- Play games at activities
- Themed Activities
- Door Prizes

## Members

Challenge your members to help you recruit new FCCLA members. With your whole chapter working together, you'll achieve your membership goals in a snap!

- BYOB – (Bring Your Own Buddy) Ask returning members to bring one or more students who have not been members to the first chapter activity.
- Prizes given to members who recruit two or more new members.
- Dues Incentives – \$1 off dues for first 10 members to sign up or for members who bring new members to activities.
- May the best class win! Have a competition between classes to see who gets the most members.
  - Take it one step farther and compete against your rival school. Have a party for the winner.

## Word of Mouth

Don't underestimate the importance of simply telling your friends about FCCLA.

- Tell everyone about the adventures you have at state and national conferences.
- Social Media is huge with our generation. Use it! Have a chapter Facebook page or Instagram account to show all the great things you're doing in FCCLA and don't forget to post about FCCLA on your own accounts!
- Perks -- Tell people about all the awesome "perks" there are in FCCLA
  - Travelling to super fun conferences
  - Meeting new friends
  - Scholarship opportunities
  - Leadership
  - Service
  - Career Preparation
  - Learning real-life skills

## Individual Incentives

- Personal invitation for eligible members
- Notes in lockers
- "Candy Telegram" – Note for eligible members (You're on a roll with FCCLA! You're "mint" to be in FCCLA! etc. Check Pinterest for other fun ideas.)
- "Kidnap" eligible members (with parents' permission) and tell them all about FCCLA.

## School Activities

Anytime you have an activity with the whole school, you reach a *huge* audience, so get everyone involved!

- Host *school-wide* activities (dances, homecoming week activities, tailgate party before football games, etc.)
- Have an activity Fair or "Club Week" showcasing all the clubs available at the school.
- Host an assembly
- Use school announcements/newspaper to get the word out.
- If your school has video announcements show the FCCLA PSA. Find it on YouTube, search for "FCCLA Highlights Career Pathways."

## Freshmen & Middle Schoolers

- Present at a Freshman Orientation and invite interested students to Opening Social.
- Visit a middle school at the end of the year and encourage students to join in the fall.
- Have an activity to just talk about FCCLA and answer younger students' and new members' questions.

## **RETAIN**

- Show members you value their ideas and opinions with an input box where they can share their activity ideas.
- Avoid schedule conflicts as much as possible, so members can come to more activities.
- Publicize your activities and meetings! If your members don't know about the activities, they won't know to be there.
- Use Remind 101 to inform members of activities.
- Flyers and school announcements advertising activities
- Have an FCCLA calendar posted in your advisor's classroom showing what you're doing in your chapter that month.
- Plan activities well in advance so members can plan ahead

## **RECOGNIZE**

- Have a Member of the Month/Week. Put their picture on a bulletin board and make sure everyone knows how awesome your members are!
- Give out notes with candy, saying things like "You're Sweet," "We'd fall to PIECES without you!" for Reese's Pieces, "Marvelous Member" for M&M's.
- Do shout outs for outstanding members.
- Have members who took their STAR Event to National or State Leadership Conference share their experience to get members excited for STAR Event competitions.
- Show how much you love your members by remembering their birthdays.

## **MORE IDEAS CAN BE FOUND ON THE WEB**

[http://www.uen.org/cte/facs\\_cabinet/downloads/FCCLA/10\\_3HowToIncreaseMembership.pdf](http://www.uen.org/cte/facs_cabinet/downloads/FCCLA/10_3HowToIncreaseMembership.pdf)

[http://www.uen.org/cte/facs\\_cabinet/downloads/FCCLA/10\\_3RecruitmentIdeas.pdf](http://www.uen.org/cte/facs_cabinet/downloads/FCCLA/10_3RecruitmentIdeas.pdf)