



Adviser Networking

Questions about Recruitment Success

Use the below questions to start conversation and gain valuable information about what your peers are doing in their chapters.

- 1) How do you introduce new members to FCCLA?
 - a. Do you use a specific FCCLA program in your classroom?
 - b. Are there special activities for new or potential members?

- 2) What are the benefits of FCCLA membership?
 - a. What type of incentives do you offer to your members?
 - b. Do you offer special incentives to new members?

- 3) When do you affiliate your chapter?
 - a. When do you plan your recruitment efforts?
 - b. What do you do in your meetings to keep members interested and increase participation?
 - c. How many members do you have?

- 4) What are the most successful tools/ideas to recruiting and retaining your members?
 - a. What membership activities do you do throughout the school year?
 - b. Do you have a calendar of activities for each month?

- 5) Is your chapter a representation of each type of student at your school?
 - a. What are some ways that you can increase your chapter's diversity?
 - b. Are you reaching out to everyone in your school?



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Tips for Successful Recruitment

Use the below tips to enhance your chapter's activities and boost leadership development.

1) Review the Be Part Of It! Membership Kit and gain useful resources and tools to build a strong and active FCCLA chapter.

Every fall FCCLA sends each adviser an updated copy of the BOPI! CD. This CD is a key resource to help advisers and student leaders make their chapter experience a fulfilling one. The CD include ideas for recruiting new members, lesson plans to integrate FCCLA into the classroom and much more. Use these ideas when planning your recruitment and FCCLA activities.

2) Expand your focus!

Who will be the new students in your school this year and next year? Design activities to reach them, as well as people who may have "drifted away" from FCCLA. Look ways current chapter members can leave a legacy of strong membership. Build a positive image among younger students, administrators, fellow teachers, parents, and business and industry.

3) Make membership a part of everything.

Recruitment happens year round. Every chapter meeting, project, and activity influences who joins and stays involved in your chapter. Find ways to strengthen membership with each chapter action. Hold special "new member" events throughout the year. Let students take the reigns to plan and carry out recruitment activities.

4) Keep School administrators, parents and media informed.

Take a chapter photo and send it to your local and school's newspapers with an article detailing all of the activities that your members are involved in. Create a bulletin board to recognize members who have participated in STAR Events, national programs and state or national conference. Write a letter to your school administration and school board detailing your chapter's FCCLA involvement and thank them for their support.

5) Don't forget the 3 R's Recruit, Retain, and Recognize FCCLA Members.

Building chapter membership is the responsibility of chapter leaders, members, and the adviser. Membership development is a continuing effort to bring others into the chapter (recruitment), help them become involved (retention) and reward their contributions (recognition). Every member contributes to these "3 Rs" of membership. Sit down with chapter officers at the beginning of their term to establish a plan for achieving chapter success by using the 3 R's.