



The Ultimate Leadership Experience



Be
part
of it.



Membership is everyone's responsibility and our most precious commodity! Be part of those who are committed to building FCCLA's membership and want to get friends involved in the Ultimate Leadership Experience.

Family, Career and Community Leaders of America is a dynamic and effective national student organization that helps youth become strong leaders and address important personal, family, work and societal issues through family and consumer sciences education.

The future of FCCLA is a commitment throughout the organization and recognition that membership strength is the opportunity and responsibility of members, chapters, and advisers at all levels. It is a challenge to truly move toward new horizons in chapters, district/regions*, states, and as a combined national force.

Accept the challenge and be part of the Ultimate Leadership Experience which offers opportunities for students in public and private middle schools, and high schools, to make new friends; plan and participate in chapter activities; turn interest and concerns into action and earn recognition.

Who is eligible to Be Part of It?

Any student who has taken a course in family and consumer sciences through grade 12 is eligible for active membership in an organized chapter within their school. Once the state and national dues are paid, students will be an official affiliated member. Active members are eligible to attend meetings, hold office, make motions, and vote. Affiliated members can expect to receive *Teen Times* magazine, a membership card, and all the privileges that come with being a member of the only student lead organization with family as its central focus.

Teachers can be a part of it, too! Teachers certified in comprehensive or occupational family and consumer sciences education can serve as the FCCLA chapter adviser. Once the chapter is affiliated with its respective state as well

as the national organization, teacher/advisers will reap the rewards of integrating FCCLA into their course curriculum. FCCLA offers interdisciplinary programs that address a variety of learning styles from individual projects that introduce and strengthen critical thinking and decision making skills, to team projects and cooperative learning activities. All of FCCLA programs and activities meet the National Family and Consumer Sciences standards.

This is your guide to kicking off your membership year with a bang! Contained in these pages are easy, step-by-step hints, instructions and ideas on making your membership year a success. But, don't forget to check the national FCCLA Web site (www.fcclainc.org) for monthly updates to supplement this guide.

*The term "district/region" is used to signify any subdivisions within a state. These might also be called areas, federations, parishes, subregions, subdistricts, etc.

Getting started:

1. Seek those who would be interested in joining FCCLA. Remember, they must have taken, or be currently enrolled in, a Family and Consumer Sciences class.
2. Collect membership dues and affiliate. See Affiliate tab in this kit for more information.
3. Identify chapter leaders. Hold an election of officers for your chapter. Use the FCCLA Handbook for more information on how to effectively choose chapter officers.
4. Train members to promote the membership "3R's"—Recruit, Retain, and Recognize. Carry out a variety of the "3R's" to suit your chapter's and school's needs.
6. Report results and apply for recognition at the national and state level.
7. Enjoy the rewards of a stronger chapter.....



what

does it take to become
an FCCLA member?

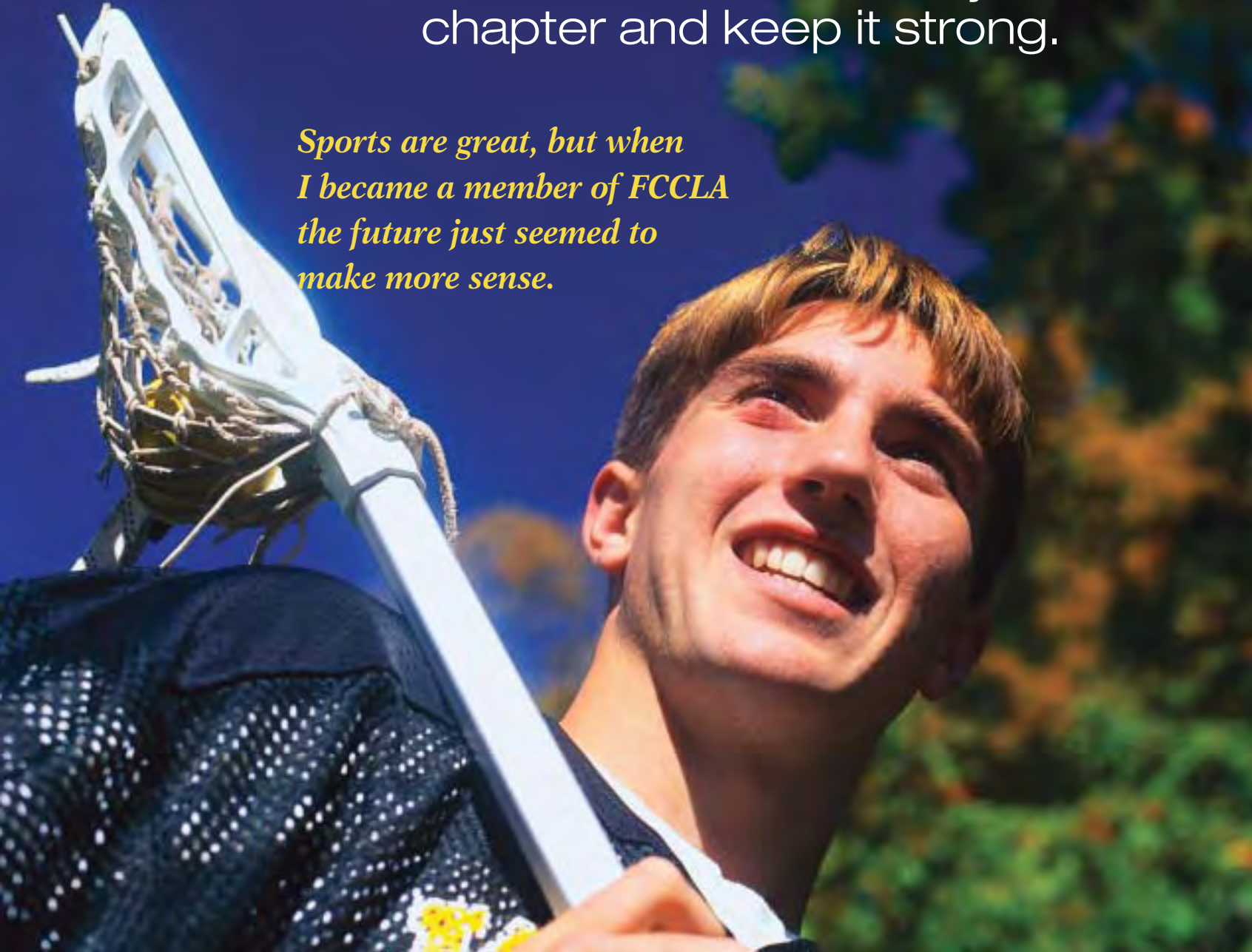
*With FCCLA I actually figured out what
responsibility and teamwork meant,
which will really help me in college.*

start recruit retain recognize affiliate plan

recruit

new members to build your chapter and keep it strong.

Sports are great, but when I became a member of FCCLA the future just seemed to make more sense.



Ten Ground Rules for Recruitment Success

1. Focus on friendliness.

People get involved in groups that make them feel welcome and involved. Work to create positive, warm working relationships among all chapter members and potential members.

2. Make it your job.

Strong *chapter* membership depends on every member's participation. Strong *national* membership depends on every chapter's participation. You are a "walking billboard" for your chapter and the organization. Everything you do and say affects membership.

3. Ask!

Often the most effective way to get someone to join your chapter is to personally invite him or her to get involved. Don't be shy—speak up and ask people to try FCCLA.

4. Ask everyone.

Don't assume others would not be interested in joining your chapter. Give them a chance! Any student (through grade 12) who is taking or has taken a course in family and consumer sciences is eligible to become an FCCLA member.

Get
New Ideas
FAST!

Use the national Web site as your source of up-to-date ideas on recruiting new members! It's simple!

5. Make membership a part of everything.

Every chapter meeting, project, and activity influences who joins and stays involved in your chapter. Find ways to strengthen membership with each chapter activity.

6. Know what to say.

Always be ready to explain FCCLA and what you, personally, get out of it. Have this information on the "tip of your tongue." Look for every opportunity to talk positively about your chapter and the organization.

7. 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 family and consumer sciences classes.

8. Think long term.

You're planning for membership NOW, but that's not the end of the story. Look for ways current chapter members can leave a legacy of strong membership. Build a positive image among younger students, administrators, academic teachers, parents, and the community.

9. Get results!

Plan to strengthen membership numbers, but make sure your efforts get results (more members), not just attention. Make it easy to sign up and pay dues.

10. Decide who will do what, then do it.

The 2004–2005 membership campaign provides information, "to do" lists and ideas for building membership strength. Use it as a tool to organize, carry out, and earn recognition for your quest.

Go to www.fcclainc.org and click on the membership section. This section will contain ideas, hints, tips, and techniques for membership recruitment—and the best part is that you will want to visit every month to see what's new!

Top Five Ways to Keep Members

1. Create a chapter “by the members, for the members and of the members.”

FCCLA is not just something you *join*, it's something you *do*. Make sure members help choose and create chapter projects and activities. The whole chapter determines and pursues these activities together. Discover and use all members' talents and capabilities. Support members' individual projects, also.

2. Give members information and help them get involved.

Chapter leaders, including officers and the adviser, are responsible for knowing what opportunities are available through FCCLA and offering them to members. National FCCLA provides information through *Teen Times*, *The Adviser*, chapter mailings, and the internet at www.fcclainc.org, along with a rich variety of resources available through the *FCCLA Publications Catalog*. Use posters and bulletin boards to highlight national FCCLA programs and events.

3. Create and carry out a program of work.

A program of work is a complete plan for chapter action throughout the year. It spells out the chapter's goals and steps members will take to reach them. By writing out a program of work, chapter leaders can analyze the year's plans and make sure there is a balance of team building, fundraising, fun, and recognition activities. A written program of work also shows all members what opportunities are available and they might become involved. (See the national Web site www.fcclainc.org monthly for activities you might want to include in your chapter's program of work.)

4. Know and care about members as individuals.

No one stays involved when they stay a “stranger”. Part of the joy of FCCLA is making connections with other people, especially ones you might not get to know otherwise. Set up a system to have experienced members “mentor” new members and help them become active in the chapter.

Membership “retention” is the process of “retaining”, or keeping members. Once members sign up and pay dues, make sure they become involved, contributing members of your chapter...ones who will want to join again next year!

IDEAS for every month!

Go to www.fcclainc.org and click on the membership section for a fresh, monthly selection of retention ideas and activities.

Book mark it!

5

5. Banish boring meetings.

Chapter meetings serve to unify the chapter, accomplish chapter business, and inform members about family and consumer sciences topics that relate to current chapter projects. Strengthen your chapter's meetings by—

- Having a purpose and agenda for the meeting;
- Making sure student leaders plan, prepare for, and lead the meeting;
- Involving members in making decisions, sharing ideas, asking questions, etc.;
- Including fun team-building activities;
- Using parliamentary procedure to accomplish chapter business as efficiently as possible;
- Observing district/region, state, and national events for tips on how to perk up meetings.

FCCLA gave me the knowledge and confidence to succeed in my after school, part-time job.

retain

Make them want to join again next year!

start recruit retain recognize affiliate plan

recognize

No matter how big or how small,
your chapter is important to FCCLA!



*I'll never forget the pride
I felt receiving our award in
front of all my new friends.*

FCCLA chapters come in all shapes and sizes and encounter different membership hurdles throughout the year.

FCCLA's recognition program accounts for diversity—all chapters that affiliate with their state and national headquarters by March 1, 2005 are eligible for recognition in one or more of these categories.

Perfect FACS Participation

Recognizes: FCCLA chapters

Requirement: Affiliate on the state and national levels 100% of those students enrolled in FACS classes at your school.

Procedure:

1. Affiliate online or via mail.
2. By April 1, 2005 submit required application via FCCLA Web site.
3. Have school's administration verify that names submitted are indeed 100% of those enrolled in FACS classes.

Recognition:

- Name on Membership Section of FCCLA Web site and at the 2005 National Leadership Meeting.
- Certificate

Be Part of It!

Recognizes: FCCLA Members

Requirement: Members get new members.

Procedure:

1. Current FCCLA members recruit at least one new member who affiliates at the state and national levels. The current FCCLA member is responsible in insuring that the new member is active and has attended at least two local, state, regional, and/or national meetings, events or activities.
2. Submit, by April 1, 2005 your name for recognition by:
 - Signing on to www.fcclainc.org;
 - Going to the "Be Part of It!" form for members;
 - Completing and submitting the form as instructed.

Recognition:

- Name on membership section of FCCLA Web site and at the 2005 National Leadership Meeting.
- Lapel Pin

Best Use of a National Program as a Membership Recruitment, Retention and Recognition Activity

Recognizes: FCCLA Chapter Advisers

Procedure:

- Using the planning process, demonstrate how one national program was used to incorporate the 3R's of membership.
- Submit via Web site application. Deadline is April 1.
- Applications will be judged by a panel of peers.
- One grand prize winner and 9 runners-up will be announced May 1.

Recognition:

- One lucky winner will receive one adult registration reimbursement to a nationally sponsored meeting of his or her choice (Offer will expire on the deadline for the following years National Leadership Meeting registration deadline. Recipient must present proof of purchase for reimbursement.)
- Winner and runners-up will have their names and ideas posted on the national FCCLA Web site.
- Lapel Pin

A photograph of a smiling man with glasses sitting at a desk with a computer. The man is wearing a light grey sweater and is looking towards the camera. The desk has a computer monitor, keyboard, and mouse. The background shows a wooden floor and a white wall.

affiliate

Affiliation is as close and easy as your computer keyboard.

Renewing our affiliation online at the FCCLA Web site made my job a little easier, leaving me more time for other FCCLA activities!

Paying dues isn't just about the money.

FAQ

What's a chapter ID number and where do I find it?

Unless you are a new chapter, your chapter ID number can be found on all correspondences mailed to you from the national headquarters which include *Teen Times* and *The Adviser* or chapter mailings.

I am trying to start a new chapter, how do I get an ID number?

Once you have completed the affiliation form online, or have sent it through the mail, a chapter ID number will be assigned to your chapter. To start the affiliation process on line, a chapter ID number is not needed if you are new.

Do I need to provide a roster of all the students affiliated with my FCCLA chapter?

Yes! Please provide a list of students that will be affiliated with your chapter and make note as to if they are male or female; occupational or comprehensive. This is very important when verifying membership for competitive events, state and national officer elections, and/or eligibility for scholarships.

Can I affiliate my second term students?

Yes! Affiliations are accepted until May 31! However, if members wish to compete in STAR Events, apply for program awards, or run for national office, the national deadline for affiliation is March 1. Deadlines at the state level may vary. Check with your state adviser.

What type of dues payment is accepted?

For both on line and mail-in affiliation, you may pay dues using a school purchase order, a credit card, or a check.

Can you provide me a copy of my affiliation?

Before sending your affiliation to the national headquarters, please make a copy of it and the roster of students in your chapter.

A Chapter may affiliate:

- Online using the national FCCLA Web site at www.fcclainc.org, or:
- Using the affiliation form found in this kit, completed in its entirety including a name list of all those students who are, or will be chapter members.

How FCCLA Dues Are Used

Paying dues isn't just about the money. It also builds members' commitment to the chapter and organization and reflects strong personal ethics. Just as adult professionals join a variety of associations to learn and develop new contacts and skills, members can prove their commitment to excellence by joining FCCLA. Read on to learn how your dues support FCCLA on the local, state, and national level.

Local dues may support:

- chapter projects;
- leadership training;
- sending delegates to district/region, state or national meetings;
- recognition items for members;
- social events;
- community service projects.

State dues may support:

- state and district/region meetings;
- state publications;
- mailings to chapters;
- activities of state officers;
- leadership training;
- special workshops;
- statewide projects;
- adviser activities;
- state board activities;
- expenses related to raising money and seeking corporate sponsors;
- operating expenses of state office and staff.

National FCCLA dues support:

- national member magazine, *Teen Times*;
- newsletter for adult leaders, *The Adviser*;
- mailings to chapters;
- national program development;
- program workbooks and chapter resources;
- training for adult and student leaders;
- national promotion of the organization;
- membership processing fees, membership cards;
- membership promotion;
- National Board of Directors and National Executive Council activities;
- expenses related to raising money and seeking corporate sponsors;
- operating expenses of the national headquarters.



plan

using the Planning Process and the 3Rs.

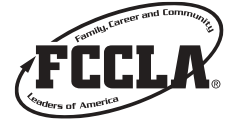
To have an effective membership program, you need to have a plan. The FCCLA planning process is a system used for making decisions and taking action that can help you and your chapter put an effective plan in place to address any one, or all, of the “3R’s” of membership: recruitment, retention, and recognition. But don’t forget—you can use the planning process for group and individual FCCLA projects as well as to help make decisions and take action in your family and personal life—now and in the future.

Use the reproducible planning process worksheet on the following page to get started on your membership program! Use the blanks to describe your actions step by step with the planning process.

*With all the guidance
I received, planning
for the year was
a lot easier than
I expected!*



FCCLA Planning Process



Project:

Identify Concerns



- Brainstorm concerns
 - Evaluate listed concerns
 - Narrow to one workable idea
-

Set Your Goal



- Get a clear mental picture of what you want to accomplish
 - Write it down
 - Evaluate it
-

Form a Plan



- Plan how to achieve the goal
 - Decide what, why, who, when, where, and how
-

Act



- Carry out the project
-

Follow Up



- Evaluate the project
- Thank people involved
- Recognize participants

FCCLA Planning Process



Project: *Recruiting New Members with a "FCCLA Wants You" and Doughnut Campaign*

Identify Concerns



- Brainstorm concerns
- Evaluate listed concerns
- Narrow to one workable idea

The membership committee has identified the recruitment of new members as their top concern.

Set Your Goal



- Get a clear mental picture of what you want to accomplish
- Write it down
- Evaluate it

To recruit twenty NEW affiliated FCCLA members with a "FCCLA Wants You" campaign which will include posters, signs and a doughnut party at the next chapter meeting.

Form a Plan



- Plan how to achieve the goal
- Decide what, why, who, when, where, and how

Who: Membership Committee and returning members

What: Create fifteen posters about the doughnut party and remind students of the meeting by utilizing the school morning announcements. Doughnuts will be purchased at the local grocery store. We will also show the membership video.

Where: The posters will be placed in the halls and the announcements will reach all of the high school. The party will be in the Family and Consumer Sciences Department.

When: The membership committee will create posters within 1 days. The posters will be hung the following week. Announcements will begin one week before the meeting. The doughnuts will be picked up the night before the meeting. The meeting will be held the second Tuesday of next month.

Why: We believe in the power of Family, Career and Community Leaders of America and value to broad, active membership. The members believe that it is important to get a large group for large projects and large fun!

How: The posters will be created on a computer to make them look professional. The committee will meet after school two times to ensure organization.

Act



- Carry out the project

The posters were created and hung on time. Announcements were made and members and non members came to the meeting to explore FCCLA further. The committee passed out doughnuts and juice for everyone to enjoy while the membership video was being shown. Those in attendance signed an attendance pad so that we could follow up with affiliation information.

Follow Up



- Evaluate the project
- Thank people involved
- Recognize participants

How did the project go?

The chapter gained twenty-three affiliated members and met its goal. With an energized group we made the best of our resources. It also made it easier that excited students were more willing to affiliate.

What could have gone better/What did you learn?

The chapter believes that some handouts would benefit the group. If small notes were attached to candy or passed out alone, more people would have remembered the meeting.

CREED

We are the Family, Career and Community Leaders of America.
We face the future with warm courage and high hope.
For we have the clear consciousness of seeking old and precious values.
For we are the builders of homes,
Homes for America’s future,
Homes where living will be the expression of everything that is good and fair,
Homes where truth and love and security and faith will be realities, not dreams.
We are the Family, Career and Community Leaders of America.
We face the future with warm courage and high hope.

FCCLA PURPOSES

1. To provide opportunities for personal development and preparation for adult life.
2. To strengthen the function of the family as a basic unit of society.
3. To encourage democracy through cooperative action in the home and community.
4. To encourage individual and group involvement in helping achieve global cooperation and harmony.
5. To promote greater understanding between youth and adults.
6. To provide opportunities for making decisions and for assuming responsibilities.
7. To prepare for the multiple roles of men and women in today’s society.
8. To promote family and consumer sciences education and related occupations.

FCCLA MISSION

To promote personal growth and leadership development through family and consumer sciences education. Focusing on the multiple roles of family member, wage earner and community leader, members develop skills for life through—

- character development;
- creative and critical thinking;
- interpersonal communication;
- practical knowledge; and
- vocational preparation.

MOTTO

Toward New Horizons

COLORS

Official colors contribute to the organization’s national unity and provide national identity. The FCCLA colors are—**Red and White**. Red suggests strength, courage and determination—personal qualities leading to happiness through a positive self-image. White symbolizes sincerity of purpose and integrity of action, qualities that will help individuals build a better tomorrow.

FCCLA EMBLEM

The FCCLA emblem shows that FCCLA is a dynamic, active organization bound for the future. The dominant collegiate lettering articulates a focus on education and student leadership. The swooping arch embodies an active organization that moves toward new arenas. The color of the emblem is one of the organizational colors—red.

Contact Information

Family, Career and Community Leaders of America
1910 Association Dr.
Reston, VA 20191
703-476-4900
703-860-2713 (fax)
www.fcclainc.org

State FCCLA Adviser

Refer to the membership map on the national FCCLA Web site. Contact information for your state will be listed there. He or she will have detailed information as to what is happening at the state and local level.

FCCLA National Executive Council

Refer to FCCLA national Web site. The National Executive Council are ten nationally elected youth members representing all members. They are eager to serve you!



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part!
of it.



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