



**FBLA**  
**HIGH**  
**SCHOOL**  
**101**

A **Toolkit** for FBLA High School Students, by Students | 2023

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# FROM THE PRESIDENT & CEO

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Welcome to Future Business Leaders of America!

This toolkit was designed by student leaders just like you to cover everything you need to know to get started in FBLA.

With a heritage that spans more than 80 years, FBLA is the largest career and technical student organization focused solely on business in the nation. We seek to inspire and prepare students like you to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

Locally, regionally, and nationally, FBLA is your training ground as the next generation of industry, technology, and community leaders. Your success in FBLA will be crafted through the lens of business, but not defined by it. FBLA will empower you in an ever-growing number of career fields.

Our local chapters are where a future CEO realizes how fulfilling it is to lead a team. Our competitions will be where you learn to steady your nerves for future career challenges. Furthermore, FBLA is the place where your voice will be heard as you discover how valuable your ideas truly are.

While FBLA is designed to build your confidence and improve your leadership skills, it will also help you form powerful friendships and network with hundreds of thousands of alumni across our nation.

Welcome to FBLA!

Sincerely,



Alexander T. Graham  
President & CEO

# FROM THE CREATORS OF THIS TOOLKIT

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Welcome, FBLA Members!

This toolkit has one goal: to make your time in FBLA as rewarding and worthwhile as possible. Members like you have access to more programs, events, challenges, and resources than ever before. Your world of possibilities is about to open up with *FBLA 101*, the comprehensive collection of resources you've been looking for!

We hope that the contents of this toolkit will help you to learn more about the organization and add meaning to your own FBLA journey – whether you've been a member for six months or six years.

Throughout this toolkit, we'll be answering questions such as:

- What are BAAs?
- How do I request an FBLA Week proclamation?
- What are some ways my chapter can engage more members?
- How do I attend state and national conferences?

The resources you need to become tomorrow's leaders are available to you now.

In this toolkit, you will also gain a better sense of the programs offered by FBLA, plus tips on optimizing your potential. While the guide is comprehensive, it is not exhaustive. More information can be found on [fbla.org](http://fbla.org) and on FBLA's social media channels. In addition, the National Officers and National Center staff are available to assist you.

Your imagination is the only limit to your success, so dive right into *FBLA 101*! Let the fun begin!

Wishing you all our best,



Krisha Patel  
Eastern Region Vice President



Aarav Dagar  
High School National President

# WHAT IS FBLA?

FBLA stands for Future Business Leaders of America, but what does that mean? First, let's look at the definitions of career and technical education (CTE) and career and technical student organizations (CTSOs). Then we'll explore what it means to be a member of the largest student-focused business organization in the world!

## CTE & CTSO

CTE is often reserved for classes or academic pathways that offer unique learning experiences relating to a career field. Many FBLA members may choose to pursue business CTE classes in addition to their FBLA membership.

CTSO is a term designated by Congress to various national student organizations that aim to provide students with experiences and knowledge linked to a common career field. There are eight CTOSOs recognized by the Carl D. Perkins Vocational and Technical Education Act, which was first authorized in 1984 and was last reauthorized in 2018.

## FBLA's Mission

**"FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences."**

Each year, FBLA assists more than 200,000 members across its three divisions – Middle School, High School, and Collegiate – to prepare for careers in business and technology.

## Brief History

The concept behind FBLA was developed in 1937 by Hamden L. Forkner, a professor at Columbia University. Just five years later, the first chapter was chartered at Science Hill High School in Johnson City, Tennessee, in 1942. Since then, the organization has grown significantly, with the Collegiate division (then Phi Beta Lambda) established in 1958 and the Middle School division (then FBLA Middle-Level) in 1994.

For more information on FBLA's mission and history, visit [fbla.org](http://fbla.org).



Each year,  
FBLA assists  
more than  
200,000  
members  
across its  
three divisions  
to prepare  
for careers  
in business.



# BENEFITS OF FBLA

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What do you want to gain from your FBLA experience? Explore just some of the benefits available to members below.

## Career Preparation

The skills you gain in FBLA are useful in many different career fields: economics, agribusiness, healthcare management, computer science, and journalism, just to name a few. Whatever your interest, FBLA can help prepare you for further education or the workforce through competitive events, free partner programs, educational workshops, and more. In fact, a survey of members shows that FBLA helps them in areas such as time management, collaboration/teamwork, critical-thinking/problem-solving, leadership/decision making, and social responsibility—all skills important to helping you succeed.

## Networking

FBLA provides an avenue to connect with other students across the nation. Use this opportunity to meet new people and develop relationship skills that can help you in the real world!

Networking can be done in many forms, whether that be through in-person conferences or even on social media. For more information about networking through social media, see the [Networking Toolkit](#) created by the National President's Executive Council in collaboration with the Eastern Regional Council.

## Make The Most of Your FBLA Journey

While FBLA provides all of these opportunities for its members, it is up to YOU to make it happen! FBLA is only as great as you make it. Find what you love in FBLA and put your heart and soul into it. You'll find you get more back than you put into it.

# BECOMING AN ACTIVE MEMBER IN FBLA

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Being an active member is the first big step on your FBLA journey. In this stage, members find what events suit them, register for partner programs, participate in the Business Achievement Awards (BAAs), assist in Champion Chapter activities, and more.

Learn more about the following below:

- **Competitive Events**
- **Partner Programs**
- **BAAs**
- **Champion Chapter**
- **FBLA Week**
- **Chapter Activities**

## Competitive Events

One of the best ways to make the most out of your FBLA experience is through competitive events. Members can compete to learn business skills and boost their resumes while attending conferences. The Competitive Events Program encompasses many different types of events.

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### Event Types

#### **Objective Tests**

An online objective test administered in conjunction with the conference focusing on business knowledge.

#### **Production Tests**

Two parts: a hands-on test focusing on technical skills and an online objective test focusing on technical and business knowledge.

#### **Presentation Events**

The presentation of a project, speech, or interview in front of a panel of judges. Competitors may be allowed to use technology, equipment, and/or visual aids as part of the presentation. Check specific event guidelines to determine what is allowed.

#### **Role-Play Events**

Two rounds: the first round is an online objective test focusing on business knowledge administered in conjunction with the conference. The top 15 individuals/teams advance to round two, consisting of an extemporaneous response to a prompt. Judges will interact with competitors in a role-play format. Check event guidelines to determine if the specific competitive event has fewer than two rounds.

In addition, open events allow members to participate in competitive events directly at the National Leadership Conference (NLC) .



## Choosing Your Event

Because of the wide variety of competitions, it can be difficult for members to choose which event to compete in. However, there are several resources available to assist you in this process. These include general descriptions of the events to help narrow down those that are the best fit for you. Visit the [competitive events page](#) for the High School division on the FBLA website to find these and other resources.

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## Preparing For Events

High School events will include up to four competitors in each event per state. Most states will hold regional or district and state competitions to determine these competitors. When preparing for their event, members should familiarize themselves with the Competitive Event Guidelines and rating sheets available for each event ([found on the national website](#)). Researching practice guides or previous presentations will also help members prepare for their event.

## Partner Programs

### Equedi

Equedi is an academic social network designed to showcase the skills and experiences of this generation's students. Utilizing the Equedi Platform, members are invited to showcase their creativity and online skills by designing and building their online profiles. The best profiles will be selected to compete in the Equedi Online Profiles contest finals at the NLC. Find more information on [Equedi's partner page](#).

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### Intuit Social Innovation Challenge

The Intuit Social Innovation Challenge (SIC) is a six-week innovation experience for high school students. As part of a team of two to eight people, you will have the chance to design an innovative solution to a real-world problem. Find more information on [Intuit's partner page](#).

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### Lead4Change Challenge

This leadership program includes videos, lessons, and resources to help students design a project to serve their community. As part of this process, members record their progress along the way with required file uploads. There are two submission deadlines (in February and May) for project entries. Visit the [Lead4Change partner page](#) for more information.

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### LifeSmarts

The FBLA LifeSmarts Challenge is an educational competition focused on consumer topics and personal finance. The event begins online, and the 12 top-scoring teams from both the fall and spring Challenges advance to the final rounds of competition at the NLC. A chapter can have any number of teams, but a member cannot be on more than one team. Teams can compete in both challenges, but for the 12 teams that move on, each state can only send one team to the NLC. Both the students and adviser must register to participate. Go to the [LifeSmarts partner page](#) for more information

## The Stock Market Game

The Stock Market Game allows students to learn about investing in a fun way. Students will work individually or in teams of two to five members to manage a hypothetical \$100,000 investment portfolio. Over the course of 10 weeks, they will be able to not only track their investments, but also compete to earn recognition. The top three High School chapters will all receive a digital certificate. The Stock Market Game runs in both the fall and spring, and registration is done by advisers. [Visit the Stock Market Game partner page for more information.](#)

## Virtual Business Challenge

The Virtual Business Challenge is split into two tracks: one for management and the other for personal finance. Students can participate in both tracks individually or in a team of up to three members, with one in the fall and the other in the spring. The Challenge is a simulated business environment where members have to make different decisions. For each round, the top 20 ranked teams from both tracks qualify to compete in a final round. Teams that place in the top 10 of the final round will be recognized at the NLC. Click [here](#) for more information and to sign up.



## Why participate?

At the end of the day, your FBLA experience is what you make of it! These programs can teach you invaluable skills and offer you the chance to earn national recognition outside of competitive events. Now that you know about these offerings, figure out which ones best fit your chapter! Only paid members can participate in FBLA programs.

## Business Achievement Awards

The Business Achievement Awards (BAAs) are a great way to further your involvement in FBLA and enhance your leadership skills. The BAAs can be accessed through the Learning Center and are available to all High School members. The program is broken into four different levels, and members can receive recognition for completing any or all levels. To top things off, members can work on the BAAs anytime during the year at their own pace!

The BAAs consist of four main levels: 1) Contributor, 2) Leader, 3) Advocate, and 4) Capstone. Each award level includes modules and activities, along with reflections. Although not required, the levels are designed to be completed in order since they build off each other. Upon submission of all lessons within a given level, you will be provided with a Certificate of Achievement.

### Contributor

The first level, Contributor, is meant to introduce members to FBLA and get them to think about how they can make the most of their experience. Members will learn about the opportunities that FBLA offers and the longstanding history of the organization.

### Leader

Next, the Leader level is about the leadership concepts and skills needed to become a community-minded business leader. These include emotional intelligence and the ability to work successfully in a team environment.

## Advocate

The Advocate level teaches members about design thinking and how it can be used to solve problems. In the second module, they will learn about ethical leadership and the importance of responsible behavior and open communication.

Members have the opportunity to select a business skill or content area that they would like to further develop. Once completed, members have the choice of continuing on to the Capstone Project or selecting a new business skill or concept to earn an additional Advocate Award.

Current awards available include Design Thinking and Business Ethics.

## Capstone

Last but not least, the Capstone level invites participants to design a project to solve a real-world problem. The project includes five main submissions, which are meant to be completed over a longer period of time. Members also have the chance to submit their project for competitive review, with the winning submission recognized at the NLC!

## How To Register

The BAAs can be accessed through the FBLA Learning Center.

## Champion Chapter

Chapters looking to gain recognition on a national level should consider participating in the Champion Chapter program. Chapters submit proof of completing multiple challenges in four sections throughout the year to earn points. Chapters that accumulate a certain number of points by the end of the last section will be recognized at the NLC.

## Champion Chapter Sections

Champion Chapter consists of five sections: Summer Starter, Shaping Success, Service Season, CTE Celebration, and Champion+.

**Summer Starter** focuses on helping chapters create a firm foundation for the upcoming FBLA program year and emphasizes chapter building and membership recruitment. The next section, **Shaping Success**, promotes member engagement and membership benefits. **Service Season** helps the chapter connect to their community through service projects and networking with business professionals. Finally, **CTE Celebration** encourages chapters to participate in challenges that promote FBLA's mission and showcase the many benefits of joining the organization.



## Why participate?

Not only do the BAAs enhance your FBLA involvement, they also expand your business knowledge and help you learn new skills! Students can earn state and national recognition by participating in the BAAs.

Chapters need to complete a minimum number of points in each section to earn recognition, but they do not need to complete all challenges. Each section is also aligned with a certain time of the year when submissions are accepted.

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## **Champion+**

Chapters can also participate in Champion+ at any time of the program year before the May 1 deadline. These challenges revolve around national programs and conferences, sponsors and partners, and membership recruitment.

## **FBLA Week**

Every year, FBLA sets aside the second week of Career & Technical Education Month (February) as FBLA Week. Typically, each day of FBLA Week has a theme that informs programming for that day. This is a time to celebrate and promote the organization within your school, community, and beyond. This can also be a great time for chapters to increase membership and showcase their accomplishments.

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## **Ways To Get Involved**

One of the best ways to participate in FBLA Week is to focus on the theme for each day (e.g., Spirit Saturday) and complete the activities that go along with it. The National Officers and National Center will provide a toolkit with all the information necessary to participate, including a checklist of activities to make celebrating each day easy and fun.

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## **Chapter and Individual Challenges**

FBLA offers fun and interactive chapter and individual challenges for members to complete both before and during FBLA Week on Goosechase. These challenges promote the organization, and members can earn points for completing specific tasks and missions to compete for recognition and prizes.

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## **Chapter Celebration**

This one is simple: pick a day during FBLA Week to hold a chapter meeting and celebrate! It is also a good idea to make sure all FBLA members are briefed on any activities your chapter is participating in and how the remainder of FBLA Week will flow.

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## **Request A Proclamation**

Involve your civic leaders in recognizing FBLA Week by having them sign a proclamation! They can be your mayor, county executive, governor, etc. You should reach out to them a few weeks in advance. A sample proclamation is found on the next page.

# SAMPLE PROCLAMATION



WHEREAS, Future Business Leaders of America, Inc. (FBLA) is a nonprofit educational organization whose first chapter was established in Johnson City, Tennessee, in 1942; and

WHEREAS, Iowa became FBLA's first state chapter in 1947; and

WHEREAS, (Your School Name) officially chartered its FBLA local chapter on (insert date here/contact state office for charter date); and

WHEREAS, FBLA includes more than 200,000 members and advisers in middle schools, high schools, colleges, universities, career and technical schools, and private business schools; and

WHEREAS, FBLA is a professional business organization dedicated to inspiring and preparing students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences; and

WHEREAS, members perform community service activities and strive to build a student's understanding of the realities of the modern business world; and

WHEREAS, FBLA teaches students business and leadership principles, and assists in the transition from school to work;

NOW, THEREFORE, I, (name here), (title) of the (your city/state/county/township/borough name here), do hereby proclaim (FBLA Week dates), as FBLA Week in (your city/state/county name here).

## Chapter Activities

Chapters are the very core of FBLA. After all, everything that FBLA offers is meant to better equip local chapter members with the resources they need to succeed. As a result, planning engaging activities in which members will want to participate is a must. Below are some ideas to help you get started with planning.

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### Program of Work

There is no better way to start off the year than by making a Program of Work (POW)! You can find POWs at every level of FBLA leadership, from your Local Chapter Officer Team all the way to the National Officer Team. The purpose of a POW is to define the goals your chapter wants to achieve during the program year.

One effective way to manage a POW is to make a table in a document and share it with your team. Set up the table's structure to include the goal's objective, tactics (specific tasks), assignments (i.e., the people leading this goal), due dates, and status. From there, add as many goals as your team is willing to take on. Just make sure to keep expectations realistic!

A POW is meant to be updated continuously. If your team sets a new goal halfway through the year, feel free to go back and add it to your POW.

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### Presentation From A Local Business

Invite a representative from a local business to visit as a guest speaker for a chapter meeting. To make this appeal to more members, find out what interests your members, invite a speaker from that field, and encourage them to each come to the presentation with a question for the speaker.

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### Competitive Events Study Session

It is a great idea before the competitive event season to have a few study sessions open to all members, where anyone can stop by for some competition preparation. Not only does this give members time to study, it can also promote better chapter performance at Regional Leadership Conferences (RLC).

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### Collaborate With Another Chapter

One of the benefits of FBLA is that members can make friendships with students from all across the country. However, outside of conferences, students may have a harder time networking with other members. Collaborating with a nearby school's Middle School or High School chapter, or with a Collegiate member, can be a great way to expand connections and have fun planning activities together.

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### Invite National Officers

You can request a National Officer chapter visit by filling out the official form on the [FBLA website](#). What better way to connect with your Officer Team than to hear directly from them, either in person or through a virtual visit?

## Create a Chapter Website / Instagram Account

Through the use of social media, it is easier now than ever before to promote your local FBLA chapter! Creating a website or Instagram handle increases the public presence of your chapter and is a great way to follow what the National Center and other FBLA chapters are doing.

## Member of The Month

Whether you have a small or large chapter, recognizing individual members is a good thing to do! To select the "Member of the Month," you can have the adviser choose the member or accept nominations for this honor. Be sure to highlight the selected "Member of the Month" within your school, such as through your school announcements or an article in your school newspaper.

## Volunteer In The Community

Service is one of the three pillars of FBLA, and "inspiring and preparing **community-minded** business leaders" is part of FBLA's mission statement. Members may volunteer at a local food bank, nursing home, or community center. They can also collect canned goods, write letters to veterans, or stock the school food pantry. Be creative and have fun as you think of ways to serve your community!

## Participate In FBLA Programs

Increasing participation in state and national FBLA programs can go a long way toward improving engagement. If your chapter has never participated in Champion Chapter, encourage them to start. The BAAs are also a great way to learn, as are the partner programs mentioned earlier.

## Participate In FBLA Week

FBLA Week takes place during the second week of CTE Month (February) and is a time to celebrate FBLA within your school! You can get involved with this by planning specific chapter events and following the themes for each day.



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# BECOMING A STUDENT LEADER IN FBLA

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Becoming a student leader is typically a member's next step in the organization. They serve other members, learn more about the organization, help raise money for their chapter and state, enhance their chapter, and may even run for chapter, state, or national office.

## Diving Deeper

Becoming a student leader is about taking the steps necessary to grow your leadership skills and learning how to serve others. Although "success" may look different for each of us, it is not possible to achieve unless you plan it and follow through with hard work. As members of FBLA, we have the opportunity to develop leadership skills through conferences, educational programs, and more. So, what are some ways you can take charge of your FBLA journey?

### Excelling In The BAAs

The BAAs offer four levels to help you improve your leadership skills. Since each level builds on the previous one, advancing through the levels shows progress in terms of developing as a leader. From learning the fundamentals of leadership to developing your own project at the Capstone level, you can apply what you've learned to have a tangible impact on your community.

### Leading Champion Chapter

Participating in Champion Chapter provides the opportunity for your chapter to receive national recognition! It's easy to get started since this program is open to all High School chapters. Chapter Officers will find plenty of activities to engage your members and grow your chapter. So, go take the initiative to lead your chapter in completing activities and earning Champion Chapter points! Especially if your chapter has not been involved in this program before, bringing this up at your next meeting can be a great way to engage members.

### Mastering Events

Of course, we have to talk about competitive events! These are often the motivation for FBLA members, as they are the primary way to earn recognition and qualify to compete at state and national conferences. How can you maximize your potential and receive that moment on stage you're hoping for? The simple answer is to prepare, but also be sure to take full advantage of the Competitive Events Program. You can participate in an individual/team event and in a chapter event. As for giving your best performance, make full use of the resources available to you!

## Chapter and State Funding

It is critical that both state and local chapters are able to secure the funding they need to take their members to the next level. As is the case with active involvement in many student organizations, there are things that members will need to pay for. This is where fundraising comes in! Especially for smaller chapters that may not have as many resources, it can be difficult to pay for things like conference fees.



Costs should not get in the way of FBLA opportunities, so below are some tips to help you get the support you need.



Seeking out sponsors is one way you can cultivate success for your chapter.

## Look For Sponsors

Seeking out sponsors is one way you can cultivate success for your chapter. A sponsorship is simply an agreement with a local business where they commit money to your chapter in exchange for a promotional benefit. Your goal is to create a list of potential sponsors and offer an incentive to them, such as including their logo on signage promoting your event. A great place to start is your local Chamber of Commerce; check their membership list so you know who to contact. Additionally, when reaching out, you want to showcase FBLA's mission and how sponsorship will benefit the community at large. A sample letter for contacting sponsors is found on the next page.

## Sponsorships

Sponsorship opportunities are available everywhere for FBLA members! The Dressed to Impress scholarship is a professional attire grant program for students that offers funds for up to three members per state (one from each division) to purchase professional business attire. The National Leadership Conference Scholarship includes \$500 and complimentary registration to the NLC, awarded to up to 50 members each year. For information on these scholarships and others, visit the [Awards and Recognition](#) page on the FBLA website.

## Host Fundraisers

Creating a unique fundraiser can be a surefire way to raise money. Here are a few things to consider when planning a fundraiser:

- 1. Type of Fundraiser:** This could be a raffle, movie night, walk-a-thon, sporting event, etc. Decide on the fundraiser early so you can direct your full effort to making it a success. Make sure you get all of the necessary permissions from your school before beginning your outreach, and then publicize it early and often.
- 2. Fundraising Goal Amount:** Regardless of the funding goal you are aiming to reach, make sure it is attainable and set ahead of time so that you can more easily measure your success.
- 3. Timeline:** Make a clear timeline from start to finish that focuses on what your fundraiser is seeking to accomplish and who will do which tasks.
- 4. Audience:** Narrow down your audience to target your messaging.

## Sell FBLA Merch

Another great idea is to create FBLA merchandise to sell to chapter members. Using FBLA's official supplier, [Centricity](#), you can design custom t-shirts and hoodies, and organize a campaign to raise a certain amount of money. If your FBLA chapter is just beginning to grow its presence on your school's campus, this can be a great way to increase membership and raise funds all at the same time!

# SAMPLE LETTER

Dear Mr./Mrs./Ms. Smith,

Future Business Leaders of America, Inc. (FBLA) is the nation's largest career and technical student organization focused solely on business. Its mission is to inspire and prepare more than 200,000 Middle School, High School, and Collegiate members each year to become future community-minded business leaders. FBLA students learn leadership, critical-thinking, and problem-solving skills, as well as gain knowledge in a multitude of business and technology fields, so they can strengthen their communities. Right now, the [CHAPTER NAME] chapter is raising funds for [CAUSE], and we are looking for sponsors to help us with this important effort.

Our goal is to raise [AMOUNT] by [TARGET DATE]. We are asking for the support of local businesses to make this possible. Will you support FBLA with a [SPONSORSHIP AMOUNT] sponsorship for [CAUSE]? In return, you'll receive [logo on event signage, social media promotion, name in press release, etc.].

We would be happy to talk more about how FBLA can create a partnership with your company in the future, so please contact us if you would like to get involved or if you have any questions about our organization. We have attached more information on sponsorship benefits and how to donate.

Thank you so much for choosing to support [YOUR CHAPTER OR STATE FBLA!]

Sincerely,


\*Name\*

\*Title\*

\*insert contact info here\*

## Enhance Your Chapter

Part of being a student leader is helping out your chapter! There are many ways to do this, such as scheduling business tours, promoting FBLA at the city level, and increasing engagement on social media and at your school.



Part of being a student leader is helping out your chapter!

### Business Tours

Scheduling business tours is a great way to enhance your chapter and build relationships with local businesses. It increases member engagement in a fun and exciting way. It's not every day that you get to tour a business!

To schedule a business tour, simply contact a local business. Their employees will likely be more than happy to give you a tour. Just be cognizant and respectful of their schedules since they are taking time out of running their business to talk with you. Follow up with a handwritten thank-you note from chapter members.

### City & County-Level Promotion

One way to enhance your chapter is to promote FBLA to your city or county government. When cities and school districts are on your side, you're more likely to get funding. That's a win-win for everyone!

Reach out to newly elected officials and request a meeting regarding FBLA. You could also try to present at a city council or board of supervisors meeting. Make sure to explain the benefits of FBLA and how the officials' involvement could improve the typical member's experience and have a bigger impact on the community.

A great place to start is by working with officials in creating a proclamation recognizing FBLA Week! You can find a sample proclamation on page 13.

### Increasing Engagement

There are a few extra steps you can take to increase engagement that will truly help your chapter to thrive. These are small and large changes you can make within your chapter's structure. For example, if your chapter does not have them, establish councils on things like membership, social media, or fundraising to focus efforts on these areas! This is a great way to involve members who are not Chapter Officers.

## Running For Office

If you're someone looking to take their involvement in FBLA to the next level, then running for office may be your calling! FBLA High School has nine National Officers, and, depending on your state and chapter, there may be opportunities to run for various local, district, regional, or state positions as well. Running for office takes grit, commitment, and a love for FBLA, and it can be one of the most rewarding experiences for any member. For a more in-depth look at this topic, see the [Running for National Office Toolkit](#).

### Benefits of Running For Office

Just like many other aspects of FBLA, running for office is a great way to network. You'll meet lots of new people from your state and beyond. However, the biggest benefit is that you're able to use the skills and knowledge you've gained in FBLA to give back and create change within this organization. If you're a selfless person who wants to help others succeed, being an officer is a great way to accomplish that goal.

### How To Apply

Every district, region, and state has its own rules regarding officer elections. In many states, you'll have to submit an application or Letter of Intent stating your desire to run for office.

You'll be surprised how much the rules can vary! Some applications are due in late December, while others aren't due until March. The only way to know for certain is to reach out to your local adviser or state leader.

### Campaigning Tips

When starting your campaign, there's one major thing you should keep in mind: **check your office's campaigning rules!** Some chapters and states allow candidates to announce their campaigns online, while others require waiting until the day of the conference. Some limit the amount of campaign items a candidate can bring, and others have no such restriction. In other words, each chapter and state is different, so it's important to be aware of the rules before you get started. It's hard to adjust your campaign halfway through the process.

The most helpful tip we can provide is to just be yourself! As long as your campaign is genuine and you're willing to put in the work, people will vote for the authentic, personable, amazing YOU. If you try to be someone you're not, chances are you won't get the votes.



Running for office takes grit, commitment, and a love for FBLA, and it can be one of the most rewarding experiences for any member.

# CONFERENCES

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Conferences are a large part of the FBLA experience. Both state and national conferences provide an opportunity for you to learn and test your business skills, all while networking with other FBLA members!

## State Leadership Conferences (SLC)

Some states are broken into districts or regions where competition begins. The top competitors at this level will then advance to the State Leadership Conference (SLC). In other states, there are no district or regional conferences. Instead, competitors register directly for the SLC. You'll need to check with your adviser for more information.

SLCs bring members together to connect and experience FBLA at a higher level. Some members may have to place at the district or region level to qualify for state-level competitions. The purpose of the SLC is to elect State Officers, conduct state chapter business, offer leadership opportunities, allow for career development training, and, for some states, administer competitions to determine who will represent the state at the NLC. These state conferences are a great learning and networking experience, so try to attend if possible.

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### Benefits of Attending

There are many benefits to attending SLCs. Not only will you have a chance to meet other members from across the state, but you'll also attend learning workshops, compete for recognition and prizes, and potentially qualify for the NLC! To round out your conference experience, you and your friends can travel together and explore the host city.

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### Where To Find Information

Each state has its own conference requirements, so be sure to check your state's FBLA website to determine eligibility, fees, dates and locations, and more. Also, be sure to contact your State Leader and Local Chapter Adviser for additional information! Announcements may also be posted on each state's social media platform of choice.

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### Know Before You Go

SLCs are held after District or Regional Conferences, if applicable, and before the NLC.

Depending on your state's election process, check out each officer's campaign booth to familiarize yourself with candidates and their goals and initiatives.

When you are not competing or attending workshops, take some time to enjoy the area with your friends!

Connect with other members in your state (exchange contacts, social media handles, etc.) to grow your network and make new friends.

## NFLC & NLC

The National Center offers two premier conferences for High School students: the National Fall Leadership Conference (NFLC) and the National Leadership Conference (NLC). These conferences connect members nationwide through engaging workshops, networking opportunities, and competitive events (NLC only).

### NFLC

The NFLC is an opportunity for High School members to develop both personally and professionally by participating in motivational general sessions, professional development workshops, and networking sessions with like-minded students from around the country. This event is held annually in two major metropolitan areas across the nation to provide accessibility for members nationwide.

#### Conference Workshop Tracks

All attendees will have the opportunity to focus their conference experience and hone business skills in an area of interest to them.

#### Professional Development Breakout Sessions

In addition to deep dives into a specific business skill, students will have the opportunity to develop professionally through additional breakout sessions, including leadership development, workshops with college admissions officers, roundtable discussions with other student leaders, and more.

#### Networking

Participate in formal and informal networking with other like-minded students from around the country. You'll even get a chance to visit with college admissions officers and potential employers.

#### Traveling

Enjoy dedicated time to explore major cities and their cultural attractions.



**These conferences connect members nationwide through engaging workshops and networking opportunities.**

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## NLC

The NLC is FBLA’s premier annual conference! Join thousands of members from across the globe. Travel to exciting destinations, experience the culture and attractions of the host city, compete against some of the top students in the country, get motivated by the featured speaker and engaging workshops, and maybe even run for national office. This high-energy conference is the culmination of your FBLA experience, and one that shouldn’t be missed! With ample time to explore the host city, fun is guaranteed as your opportunities extend beyond the academic realm.

Every year, up to 50 members are awarded with \$500 and complimentary registration to NLC through the National Leadership Conference Scholarship. Find out more on the [Awards and Recognition](#) page on the FBLA website.

### Competitive Events

Compete with members on your path to becoming a national champion! The Competitive Events Program recognizes and rewards excellence in a broad range of business, technology, and career-related areas. Competitive events also prepare students for successful careers by providing opportunities to apply classroom concepts in a workforce-simulated competitive environment.

### Workshops

Interact with and gain advice from world-class speakers and business professionals. Learn more about post-secondary pathways and soft skills—such as critical thinking and problem solving, public speaking, and more — to help you grow as a future business leader.

### Future Leaders Expo

Connect with colleges and universities, businesses, and NLC sponsors, along with thousands of other FBLA members and advisers. You’ll have the opportunity to start building your professional network by directly communicating with universities and employers.

### General Sessions

Hear directly from leading professionals and alumni, be awarded for your competitive events, and learn about FBLA programs with your local, state, and national colleagues!

### Officer Elections

Interested in enhancing FBLA programs for more than 200,000 members worldwide? The National Officer Team might be the right place for you. Each year at the NLC, FBLA High School’s nine National Officers are elected. Whether it’s the passionate campaigning, the general session speeches, or the constant networking opportunities, National Officer elections can make you the “future” in Future Business Leaders of America.

# CONTACTS

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## Eastern Region

**Connecticut:** [ctfbla.com](http://ctfbla.com)

**District of Columbia:** [dcfbla.org](http://dcfbla.org)

**Maine:** [mainestatefbla.org](http://mainestatefbla.org)

**Maryland:** [mdfbla.org](http://mdfbla.org)

**Massachusetts:** [mafbla.org](http://mafbla.org)

**New Hampshire:** [nhfbla.org](http://nhfbla.org)

**New Jersey:** [njfbla.org](http://njfbla.org)

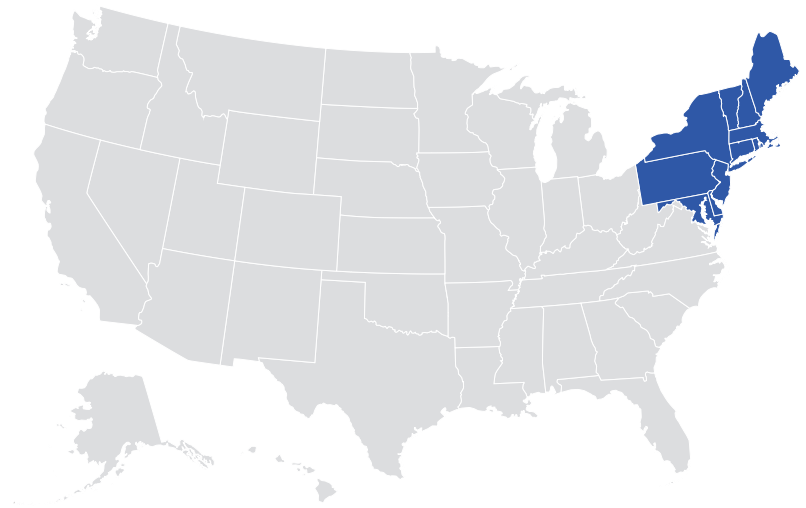
**New York:** [nysfbla.org](http://nysfbla.org)

**Pennsylvania:** [pafbla.org](http://pafbla.org)

**Puerto Rico:** [fblapr.org](http://fblapr.org)

**Rhode Island:** [rifbla.org](http://rifbla.org)

**Vermont:** [vtfbla.org](http://vtfbla.org)



## North Central Region

**Illinois:** [il-fblapbl.org](http://il-fblapbl.org)

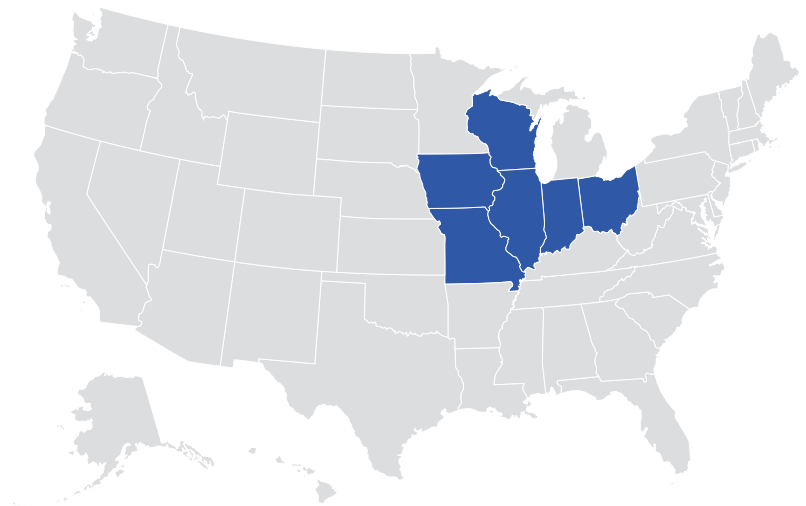
**Indiana:** [indianafblapbl.org](http://indianafblapbl.org)

**Iowa:** [iowafbla.org](http://iowafbla.org)

**Missouri:** [missourifbla.org](http://missourifbla.org)

**Ohio:** [ohiofbla.org](http://ohiofbla.org)

**Wisconsin:** [dpi.wi.gov/fbla](http://dpi.wi.gov/fbla)



## Western Region

**Arizona:** [azfbla.org](http://azfbla.org)

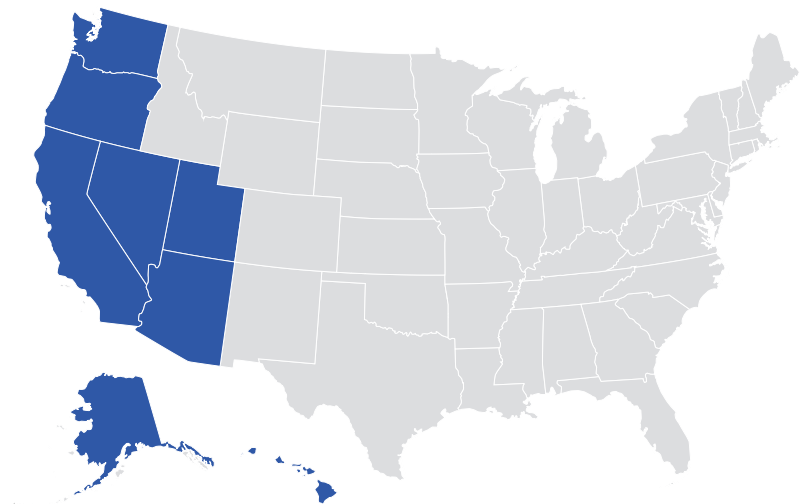
**California:** [cafbla.org](http://cafbla.org)

**Nevada:** [nevadafbla.org](http://nevadafbla.org)

**Oregon:** [oregonfbla.org](http://oregonfbla.org)

**Utah:** [utah-fbla-pbl.org](http://utah-fbla-pbl.org)

**Washington:** [wafbla.org](http://wafbla.org)





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## Mountain Plains Region

**Colorado:** coloradofbla.org

**Kansas:** kansasfbla.com

**Nebraska:** nebraskafbla.org

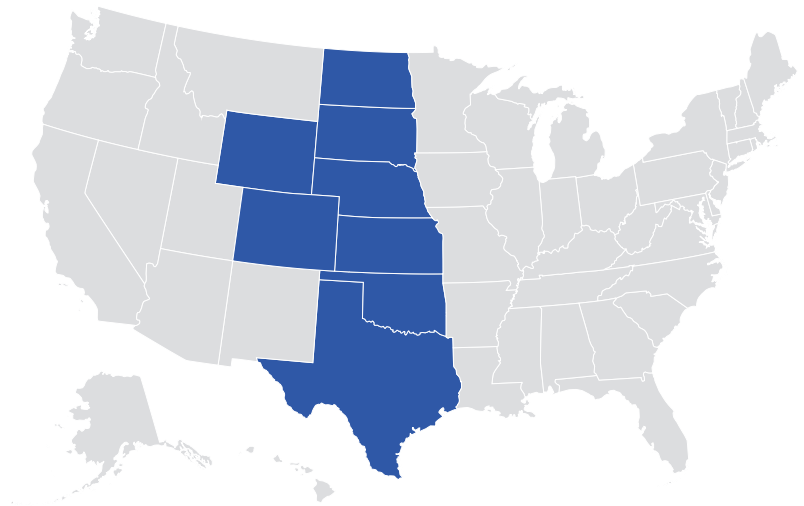
**North Dakota:** nd-fbla.org

**Oklahoma:** oklahomafblapbl.org

**South Dakota:** sdfbla.com

**Texas:** fblatx.org

**Wyoming:** wyfbla.org



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## Southern Region

**Alabama:** alabamafbla.org

**Arkansas:** arkansasfbla.weebly.com

**Florida:** floridafbla-pbl.com

**Georgia:** georgiafbfa.org

**Kentucky:** kyfbla.org

**Louisiana:** lafbla.org

**Mississippi:** mde.k12.ms.us

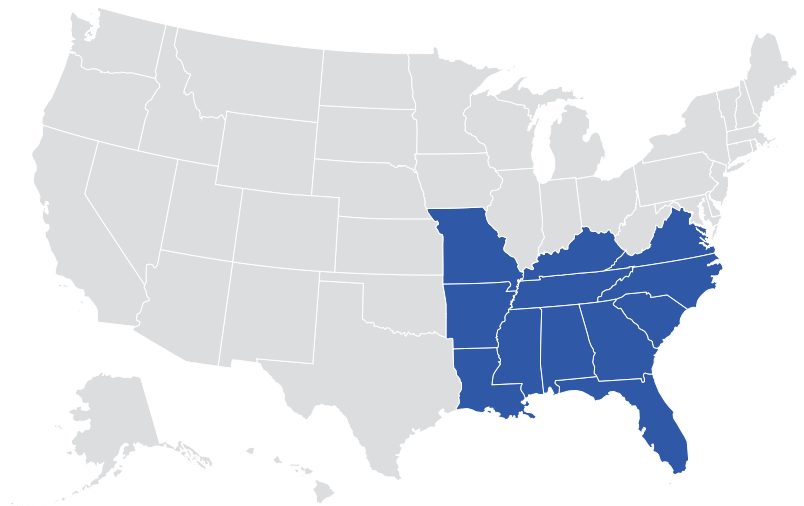
**North Carolina:** ncfbla.org

**South Carolina:** scfbla.org

**Tennessee:** fblatn.org

**Virginia:** vafbla-pbl.org

**West Virginia:** wvfbla.com



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For the latest list of contacts, including Middle School and Collegiate chapters, click [here](#).

For more information regarding the 2022–23 National Officer Team, click [here](#).

# PREVIOUS TOOLKITS

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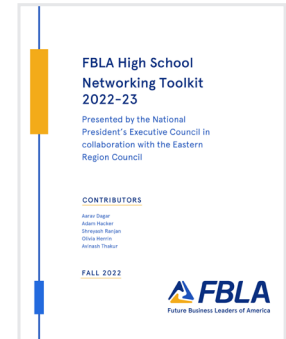
FBLA has published many toolkits to provide resources to its members. Below are some recent examples.

## 2022-2023 Networking Toolkit

The 2022-2023 Networking Toolkit provides advice through three main categories: Networking with Others, Linking with LinkedIn, and Social Media Management.

This toolkit is vital for a member wanting to engage with others across the nation.

You can find the 2022-2023 Networking Toolkit [here](#).



## 2021-2022 Guide To Internships

The 2021-2022 Guide to Internships includes personal insights from previous National Officers, various tips, and even resources sorted by state.

This toolkit is perfect for a member wanting to explore their chosen career path in greater depth.

You can find the 2021-2022 Guide to Internships [here](#).



## So You Want To Run For National Office?

The Running for National Office Toolkit provides prospective members with the extra knowledge needed to run for National Office.

This toolkit is helpful for members who are confused, curious, or interested in running for National Office.

You can find the Running for National Office toolkit [here](#).



# CLOSING MESSAGE

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Congrats! You've reached the end of this very extensive toolkit. Whether you're new to FBLA, an active member, a student leader, or anything in-between, our goal has been to provide you with the necessary resources to make the most of your experience.

This toolkit holds a special place in my heart. Back when I was applying for the National President's Executive Council, I created the very same outline that was used to develop this toolkit. In some ways, this toolkit is what advanced my FBLA career and led me to meet some of my closest friends from across the nation.

I hope that you're able to find a similar passion and spark to further your own career in FBLA. If you're new to this organization, strive to be that active member. If you're already an active member, take the leap to becoming a student leader! It's definitely not easy, but growing as a leader while helping others makes it worth the effort.

Thank you to the rest of the National President's Executive Council – specifically Yash Sharma (Illinois), Saumya Kumar (California), Julia Bell (Arizona), and Druvitha Lokasani (Georgia), and the Eastern Region Council, including Avinash Thakur (Pennsylvania), and Olivia Herrin (Maryland) – for your help in making this toolkit a reality.

I'll leave you with this final piece of advice: Your time in FBLA is what you make it. This organization provides countless opportunities to become a better student, team member, and business leader, but it's up to you to grasp those chances and make it a reality. So don't wait!

Best regards,



Adam Hacker  
Executive Director of Resources  
National President's Executive Council

# CLOSING MESSAGE

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We are thrilled that you have reached the end of this extensive FBLA 101 toolkit. The goal was to provide you with a wealth of resources that will enable you to achieve your full potential within the organization.

As members of the Eastern Region Council, we are incredibly proud of this toolkit and the effort that went into creating it. We hope that it will be a valuable resource for members of FBLA across the states and inspire you to take an active role in the organization and make the most of the opportunities it offers.

Thank you to the rest of the Eastern Region Council, specifically Joe Visconti (NY), Shreyash Ranjan (Pennsylvania), Elise Carpenter (New York); the President's Executive Council; Adam Hacker (California); and all those who helped to bring this toolkit to fruition. Their contributions have been invaluable and, without them, this toolkit would not have been possible.

FBLA is a platform that offers endless opportunities to grow as a business leader. It is up to you to make the most of these opportunities and make your time in the organization truly meaningful. Get involved and make the most of your FBLA experience!

Warm regards,



Olivia Herrain & Avinash Thakur  
Membership & Resources Directors  
Eastern Region Council