



Massachusetts Future Business Leaders of America

**Fundraising, Membership, and
Community Service Information
Packet**

Fundraising Tips

- 1. Create committees:** Break members into smaller groups and put each group in charge of one fundraiser. This will encourage greater member involvement, but also take a bit of the workload off of the chapter officers.

- 2. Use fundraising as a way to gain visibility in the community:** Running fundraisers in your school or other community gathering places will help to spread the word about FBLA and potentially recruit new members.

- 3. Take advantage of FBLA fundraising partnerships:** At the national level, FBLA-PBL has already partnered with 7 fundraising partners. The fundraisers range from selling items to being a brand ambassador and are easy to organize, as there is already a platform set up for FBLA. You can find the partnerships at <http://www.fbla-pbl.org/fbla/programs/fundraising/partners/#tom-wat-fundraisers>

- 4. Set a goal:** Take into account what the money is going towards, create an estimate of how much money you are going to need and how much you are hoping to raise through the fundraisers. Then, you can give members updates as you get closer to your goal. This gives a sense of direction and motivation for the committee and members to reach the goal.

- 5. Make the goal clear:** When running a fundraiser, make it clear to members and community members what the money is going towards. For example, if you are looking to buy t-shirts, make it clear that that is where the money is going to go. If you are fundraising for NLC, tell potential customers/donors what the NLC is and where it is going to be. Members are more likely to be motivated to get involved and customers/donors are more willing to give money if they know exactly where the money is going.

- 6. Create incentives:** Come up with prizes for the members that raise the most money. Some fun examples: pie a board member in the face or a social media shoutout.

- 7. Put together a list of all potential sponsors/donors:** Ask all members if they have any family/friends that own businesses or have commonly donated items such as sports season tickets. Even if you don't know what you are going to do with them yet, a list of good contacts will be helpful in the future if you plan to do an auction or pursue sponsorships, 2 of the most lucrative fundraising methods.

- 8. Approach potential partners in person:** While it is easier to send a quick email, actually going into a store will make that store much more likely to want to participate in your fundraiser. It shows that you are dedicated and that their partnership will truly matter to your chapter.

- 9. Write thank-you notes to all donors and sponsors:** A personalized card will make donors feel that their contribution was appreciated and make them more likely to donate in the future. You can split this up among your members so that each member only has to write a few.

- 10. Hold benefit nights at local businesses:** Many local restaurants, such as Panera and Chipotle, will allow organizations to reserve a specific time period during which that organization receives a certain percentage of the sales during that time period. Reserve a night for FBLA and advertise to all of your members. The more people you get to go, the more money you will make!

MA FBLA Social Media

Make sure to like and/or follow our social media pages. We will be announcing winners for various competitions, updating you on upcoming events/conferences, and introducing amazing new programs. Also, be sure to sign up for email blasts. You can sign up for them by entering your email on the right-side of the website.

Twitter: @FBLAMA

Instagram: @mafbla

Facebook: Massachusetts Future Business Leaders of America

Youtube: Massachusetts FBLA

Membership Tips

Membership is made up of two key parts: finding new members and keeping old members.

NEW Members:

- 1. Advertise:** Utilize club fairs, posters, and word of mouth to spread the word about FBLA at the beginning of the year to get lots of prospective new members.

- 2. Make it clear what FBLA does:** In the first meetings of the year, present a PowerPoint with a general description of what FBLA as an organization does, as well as specific activities your school does.
- 3. Give new members someone to talk to:** Make sure it's easy and not intimidating for new members to contact more experienced ones with any questions they have. This helps people learn more about FBLA and also builds connection from an early point.
- 4. Assign projects as soon as possible:** Having a purpose gives unsure members a reason to keep coming to meetings and figure out whether or not FBLA is the right fit for them.

OLD Members:

- 1. Turn FBLA into a community:** Members are a lot more likely to stay in FBLA if they feel there's more for them there than just a competition. There are a bunch of easy ways to do this.
 - a. Make FBLA social media specifically for you school:** This is an excellent way to spread information about meetings, but also to
 - b. Focus on building relations during meetings:** Not all meetings need to be spent working on competitions. Including games with prizes allows members to have fun with some friendly competition and interact in a more informal manner.
 - c. Plan team activities outside of a school setting:** Because it's easy to get overly focused on only serious FBLA business. Having more relaxed meetups outside of school allow members to get to know each other better and have fun while still working with FBLA.
- 2. Ensure members have projects to work on:** If members have something they need to work on, especially in a group, they have a reason to keep coming meetings. Having competitions throughout the whole year means meeting attendance throughout the whole year.
- 3. Guarantee that meetings reflect what members want to do:** Ask members what they feel they need to work on during meetings so that they'll actually feel they're getting something out of them, causing them to keep coming to practice.

Ways to Get Involved with March of Dimes

- 1.** Form a team and encourage your local chapter to attend any of the walks this year. The walks will be located in Amherst & Springfield, Boston & Lowell, Cape Cod, and Worcester. Find a location near your and check your email for updates from the State Officer Team on when the walks will occur.
- 2.** Go to <https://www.marchforbabies.org/> . If your chapter does not have an existing fundraising team, click on “Sign Up” and create a new team. Make sure to include FBLA in your team name (e.g Belmont FBLA) and set a fundraising goal. Be sure to update your team’s page as your chapter makes fundraising progress.
- 3.** Hold an event at your school to raise awareness and/or funds for the March of Dimes. This can include having your own “mini-walk”, a school dance or a presentation about prematurity awareness.
- 4.** Visit the Massachusetts FBLA resource library for more ideas!