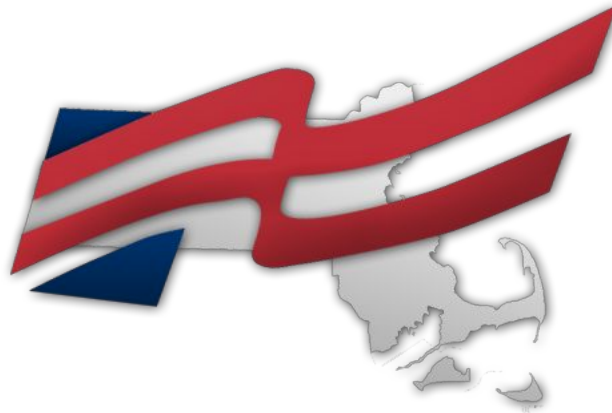


 FUTURE BUSINESS LEADERS OF AMERICA-PHI BETA LAMBDA • 2015-2016 

**CONNECT**



# **Massachusetts FBLA Welcome Packet**

**Nikolas Lazar, State President**  
**James Rao, State Vice President**  
**Jia Zhang, State Secretary**

Dear Future Business Leaders and Advisers,

On behalf of the entire state officer team, I'd like to welcome you to an exciting year with Massachusetts FBLA! Your state officer team has been hard at work designing programs and campaigns and we're certain that this year will be one of the greatest in Massachusetts FBLA history. This welcome packet is designed to give you insight into the programs and opportunities available to Massachusetts FBLA members along with resources to help your chapter grow and succeed. We have a plethora of new programs available to members this year, and we hope you enjoy learning about and participating in them.

Please also be advised that membership registration is now available. We strongly encourage registering members as early as possible, so that local chapters can immediately begin to receive the benefits that FBLA provides. Membership dues are \$12 per high school division member, and advisers can access online registration at [mafbla.org/register](http://mafbla.org/register).

We encourage you to connect with Massachusetts FBLA throughout the year by following us on social media, signing up for email blasts and partaking in the president's council. News about exciting opportunities for members will be communicated through these channels, as well as the state website ([mafbla.org](http://mafbla.org)).

We thank you for your enthusiasm for and commitment to FBLA, and look forward to working with you throughout the year. "Connect" is not just a membership campaign, but an important value. If you have any feedback, questions or need assistance, please contact any of your state officers.

Best regards,

Nikolas Lazar

*Massachusetts FBLA State President*



@FBLAMA



[youtube.com/FBLAMA](http://youtube.com/FBLAMA)



[facebook.com/MAFutureBusinessLeaders](http://facebook.com/MAFutureBusinessLeaders)

## Program of Work

Membership Growth				
Objective	Tactic	Officers	Due Date	Status
To increase membership by 10% (28), to retain membership	Create a welcome packet for incoming chapter presidents and for chapter advisers at the start of each year.	Nikolas Lazar Jia Zhang James Rao	September 7th	Completed
	Create a customized MA FBLA recruitment poster that differs from the National FBLA poster.	Nikolas Lazar	September 7th	Completed
	Have chapters supply advice regarding recruitment in the resource library.	Nikolas Lazar	Every other month starting with September's president's council	
To add at least two new chapters	Initiate the "Invite your Neighbor" challenge in which chapters are incentivized to start FBLA chapters at high schools in their local area.	Nikolas Lazar Jia Zhang James Rao	October's president's council meeting	Plan completed
Increase chapter growth, as well as MA FBLA funding	Promote the opportunity for local chapters to win a grants by doing one of the following: 1. Starting a new chapter 2. Having early paid dues 3. Recruiting 5 new P.D members.	Jia Zhang	Continuous	

Programs				
Objective	Tactic	Officers	Due Date	Status
Increase participation in FBLA activities	Encourage chapters to compete in the "Chapter of the Year" award, in which chapters receive points for participating in recruitment, activities and community service.	Nikolas Lazar Jia Zhang James Rao	Finalized by September 7th	Proposal finalized, in effect
	Encourage participation in the NFLC in Baltimore, MD and NLC in Atlanta, GA. Post a video or guide promoting each event, have students who have attended NLC talk about their experiences on a video or at SLC.	Jia Zhang		
	Acknowledge those who have completed a level of the	Nikolas Lazar	Continuous	In progress

	CSAs/BSAs/Membership Campaigns on social media and/or the SLC			
	Increase the quantity of competitive events offered at the state level. Reach out to members to gauge interest in events.	Nikolas Lazar James Rao	October 1st	Currently seeking proposals for new events
Offer increased opportunities to FBLA members	Connect sponsors to chapters to conduct workshops and presentations. Help to coordinate workshops with chapters	Nikolas Lazar Jia Zhang James Rao	Continuous	
	Offer an FBLA sponsored trip to the Federal Reserve or Bentley University's trading room	James Rao		
	Offer grants to local chapters for recruiting Professional Division members	Nikolas Lazar	September 7th	Proposal completed

	<b>Communication</b>			
Objective	Tactic	Officers	Due Date	Status
To improve communication between members and the state office	Build upon and improve the President's Council. <ul style="list-style-type: none"> <li>- Invite advisors to partake</li> <li>- Bring in March of Dimes speakers</li> </ul>	Nikolas Lazar	Continuous	
	Send email blasts to members containing information regarding programs (BAAs, CSAs), March of Dimes etc.	Nikolas Lazar Jia Zhang James Rao	September 13th	Form completed
To better equip local chapters	Create a resource library containing information and advice from fellow chapters regarding success in recruitment, activities, fundraising and community service. Add study guides for competitive events.	Nikolas Lazar Jia Zhang	Details confirmed by September 7th (continuous)	
	Create a welcome packet for incoming chapter presidents and for chapter advisers at the start of each year.	Nikolas Lazar Jia Zhang James Rao	September 7th	Completed
	Revise the chapter guide to have accurate information in a streamlined format.	Nikolas Lazar	September 7th	Revisions sent to Mr. Reynolds
	Have video updates on YouTube	James Rao Jia Zhang	Continuous	

	Create a MA FBLA tshirt	Nikolas Lazar Jia Zhang	September 30th	In progress
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<b>Sponsors and Partnerships</b>				
<b>Objective</b>	<b>Tactic</b>	<b>Officers</b>	<b>Due Date</b>	<b>Status</b>
To foster a stronger relationship with the March of Dimes	<ul style="list-style-type: none"> <li>- Promote local Marches for Babies throughout the year, highlight volunteer opportunities at all marches.</li> <li>- Partake in events such as Bruins for Babies and Baskets for Babies.</li> <li>- Encourage participation in the CSAs and promote March of Dimes activities as a way of achieving hours</li> </ul>	Jia Zhang	Continuous	
Increase corporate sponsorship of SLC by at least 2 new sponsors	<ul style="list-style-type: none"> <li>- Build upon and improve the current database of potential sponsors.</li> <li>- Aim to achieve to have contacted all potential sponsors prior to the end of 2015.</li> <li>- Revisit and revise sponsorship list</li> </ul>	Nikolas Lazar James Rao	Finalize list by October 1st, contact all potential sponsors by December 31st	Spreadsheet revised
Create at least one new scholarship opportunity	- Contact corporations in order to fund SLC/NLC scholarships	Nikolas Lazar	Continuous	
Accumulate a positive cash flow throughout the year	<ul style="list-style-type: none"> <li>- Encourage submitting dues as members sign up rather than at the deadline.</li> <li>- Seek to recruit corporate sponsors by the end of 2015.</li> </ul>	Nikolas Lazar James Rao	Continuous	

## Massachusetts FBLA Programs

**President's Council:** All chapter presidents are invited to join the Massachusetts FBLA President's Council. The council, chaired by the Massachusetts State President, acts as a direct line of communication between chapters and the state office, giving the opportunity to share feedback, support and ideas. It will meet monthly via Google Hangouts. Please send the email of your chapter president to [president@mafbla.org](mailto:president@mafbla.org).

**Invite your Neighbor Challenge:** The Invite your Neighbor Challenge encourages chapters to charter new chapters in schools in their area. More information on this challenge is included later in this packet.

**Chapter of the Year:** Chapters complete tasks and actions designed to enhance the FBLA experience. Chapters will receive points based on each task or action. The chapter with the most points at the 2016 SLC will be awarded a trophy and named the Massachusetts FBLA Chapter of the Year. More information on this program is included later in this packet.

**Email Blasts:** The state officer team is dedicated to improving communication between the state office and members. This year we are introducing email blasts to all members, featuring updates from the state office along with information on activities, programs and competitive events. Members can sign up to receive monthly emails at [go.mafbla.org/MAFBLAEmailBlasts](http://go.mafbla.org/MAFBLAEmailBlasts)

**Resource Library:** The state officer team is pleased to announce the creation of the MA FBLA resource library. The resource library offers advice and information on recruitment, activities, workshops, fundraising and competitive events contributed by fellow chapters. We encourage all chapters to contribute proven tactics regarding these topics, along with study guides for competitive events. The resource library can be accessed at [mafbla.org/resources](http://mafbla.org/resources)

**March of Dimes:** The March of Dimes, an organization dedicated to raising prematurity awareness, is FBLA's national charity partner. Massachusetts FBLA encourages all members to partake in fundraising and programs for the March of Dimes. Members will receive information about upcoming events via social media and email blasts, and resources for education and fundraising regarding the March of Dimes can be found in the MA FBLA resource library.

**Professional Division Grant Program:** This is an opportunity for your chapter to earn a \$40 grant! Recruit 5 Professional Division members this year, then send a list of member names to [blake@mafbla.org](mailto:blake@mafbla.org), and your chapter will receive \$50 that can be used for any FBLA-related activities. Prospective Professional Division members can range from educators, professionals, or even parents. More information is included in this packet.

**Social Media + Videos:** We invite you to connect with us! Massachusetts FBLA can be found on Facebook, Twitter, and new this year, YouTube. YouTube offers an exciting way to distribute information about the happening of the state office and our local chapters, and we look forward to interacting with you in a new medium.

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## National FBLA Programs

**Business Achievement Awards:** The Business Achievement Awards are an independent, self-paced program in which members complete tasks and activities designed around community service, education and leadership. There are four levels with the top tier being recognized at the NLC. Advisers can sign up students here: [fbla-pbl.org/baa3](http://fbla-pbl.org/baa3)

**Community Service Awards:** The Community Service Awards acknowledge FBLA members that have completed 50, 200 and 500 hours of community service throughout their high school career. Advisers can sign up students here: [fbla-pbl.org/csa2/](http://fbla-pbl.org/csa2/)

**Competitive Events:** The preliminary list of competitive events offered in Massachusetts can be viewed at [mafbla.org/competitive-events](http://mafbla.org/competitive-events). Suggestions for additional events to be added will be open through October 1 by filling out the form here: [go.mafbla.org/eventrequestsform](http://go.mafbla.org/eventrequestsform)

**Conferences:** In addition to the State Leadership Conference, we invite you to join us at the National Fall Leadership Conference (NFLC) in Baltimore, MD and the National Leadership Conference (NLC) in Atlanta, GA. The NFLC, held November 20–21, 2015, offers a unique opportunity to experience the thrill of an FBLA conference over a shorter time period closer to home. Enjoy fantastic workshops and keynotes, learn about programs for your chapter and connect with fellow FBLA members. The top finishers at the State Leadership Conference qualify to compete at the National Leadership Conference. Over 11,000 FBLA members attend this conference, the pinnacle of the FBLA experience. It is truly a special experience offering a chance to compete with the nation's top business students and enhance their business knowledge. This year the NLC will span from June 29–July 2.

### Membership Campaigns:

*Membership Achievement:* This award gives recognition to chapters that have maintained or boosted their membership count from the previous year. An application for the award can be found here: [bit.ly/membershipachievement](http://bit.ly/membershipachievement).

### Chapter Campaigns:

*Outstanding Chapter Award:* This is the premier award for FBLA chapters. To achieve this award, chapters must complete 15 activities surrounding Membership, Education and Community Service. A application and more info for the award is available at [fbla.org/FOCRP](http://fbla.org/FOCRP).

*Super Sweeps:* Chapters complete 10 activities surrounding recruitment and retention, from August 1st to October 20th. Advisers can register for Super Sweeps at [fbla-pbl.org/sweeps/](http://fbla-pbl.org/sweeps/).

*Non-Stop November:* Chapters complete 5 activities surrounding membership and chapter growth throughout the month of November. Registration open on the FBLA website in late-October.

*Action Awareness:* Chapters complete 5 activities focused on FBLA awareness from January 15th-March 1st. Registration will open on the FBLA website in January.

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## Invite your Neighbor Challenge

Your state officer team encourages you to help grow Massachusetts FBLA while raising funds for your chapter through the Invite your Neighbor Challenge.

How it works:

1. Find a neighboring school that does not currently have an FBLA chapter, but where you already have a contact.
2. Reach out to said contact, and ask them if they would be interested in forming an FBLA Chapter. Explain what FBLA is, the benefits of joining, and offer ways to help them get a chapter up and running.
3. Offer to walk them through the process of forming a chapter. Refer them to the MA FBLA website to learn more and encourage them to reach out to our State team to receive information and support regarding starting a new chapter.
4. Once they have reached out to the State Adviser or Chair about forming a chapter, aid them in gaining **at least five new members**. Offer the new chapter tips and strategies on how to do so. Refer them to the resource database on the MA FBLA website for helpful tools and ideas. Make sure they have **a chapter president!**
5. Remind the newly-formed chapter to **submit their dues and officer information prior to March 1st**.
6. **Contact State Chairperson, Mr. Blake Reynolds, at [blake@mafbla.org](mailto:blake@mafbla.org)** with the information of the chapter you have chartered

Incentive: Your chapter will receive a \$40 grant for each new chapter that needs the following guidelines. The newly-formed chapter must have 1) submitted dues online for at least ten members and 2) have their officer information submitted to [blake@mafbla.org](mailto:blake@mafbla.org) by March 1st, 2016.

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## Chapter of the Year Program

Chapters complete tasks and actions designed to enhance the FBLA experience. Chapters will receive points based on each task or action. A form marking accomplishments along with documentation of these accomplishments will be submitted to the state office prior the



State Leadership Conference (SLC). The three chapters with highest amount of points will be acknowledged at the SLC and the chapter with the most points at the SLC will receive a trophy to possess until the next SLC.

How to participate:

1. Indicate (circle, highlight etc.) which tasks your chapter has completed.
2. Provide the necessary documentation if required. Please make sure that each document is clearly label as to which task it corresponds to.
3. Total your chapter's points and have your adviser confirm and sign off on your submission.
4. Send the master form and necessary documentation as indicated in the SLC registration materials.

### **Membership + Chapter Organization**

1. Chapter Membership: Chapters receive points for maintaining or increasing national membership over the past year's total. Maximum of 30 points (15+ members + membership award).

- Maintain membership or increase by under 5 members. *10 points*
- Increase membership by 5-10 members. *15 points*
- Increase membership by 10-15 members. *20 points*
- Increase membership by 15+ members. *25 points*
- Apply and receive the Membership Achievement Award. *5 points*

Documentation: This is be checked with the National FBLA database.

2. Membership Campaigns: Chapters receive points for having members complete national membership campaigns or by participating in Massachusetts' Invite your Neighbor Challenge.

- Have a member complete and submit the Membership Madness application (recruits 5 new members). *2 points per member*
- Have a member complete and submit the Membership Mania application (recruits 5 new member). *5 points per member*
- Recruit 1 new chapter under the Invite your Neighbor Challenge. *25 points*
- Recruit 2+ chapters under the Invite your Neighbor Challenge. *25 points + 30 points for every chapter after the first chapter*

Documentation: Please submit a copy of the certificate(s) for the Membership Madness/Mania award and a list of the new chapters your chapter has chartered.

3. Conference Participation: Chapters receive points for participating in National or State conferences.

- Have a member partake in a 2015 National Fall Leadership Conference. *10 points per member*
- Have at least 70% representation at the 2016 State Leadership Conference. *30 points*

Documentation: Please submit a copy of the national registration receipt.

4. Professional Division Recruitment: Chapters receive points for recruiting Professional Division (PD) members.

- Recruit one PD member. *5 points*
- Recruit 2-4 PD members. *5 points, additional 7 points for each member after 1st*
- Recruit 5+ PD members. *35 points*

Documentation: Please submit a list of these professional division members.

5. Chapter Organization:

- Hold a fundraiser for the NFLC, SLC or NLC. *15 points*
- Complete a chapter program of work and submit it to the resource library. *20 points*
- Have at least two committees for members to partake in. *5 points*
- Have 100% attendance at President's Council meetings. *5 points*

Documentation: Please submit a photo of your fundraiser. Attach a committee roster, the duties of the committee and at least one program/activity etc conducted by each committee. The program of work and 100% attendance will automatically be checked.

### **Community Service**

1. March of Dimes Programs: Chapters receive points for partaking in March of Dimes events or by raising awareness for the March of Dimes.

- Participate in a March for Babies run, walk, or mini-walk. *20 points*
- Supply volunteers for a March for Babies run, walk, mini-walk or general event (Bruins for Babies etc). *15 points per event*
- Host a March of Dimes event at your school. *30 points*

Documentation: Please submit a photo of members at the event.

2. March of Dimes Fundraising: Chapters receive points for fundraising for the March of Dimes.

- Fundraise at least \$25 for the March of Dimes. *10 points and 20 points for each \$25 after that*

Documentation: Please provide a link a your chapter's March for Dimes fundraising page.

3. Community Service Awards: Chapters receive points for having members complete levels of the Community Service Awards.

- Have a member complete the Community level of the CSAs. *5 points per member*
- Have a member complete the Service level of the CSAs. *10 points per member*
- Have a member complete the Achievement level of the CSAs. *15 points per member*

Documentation: Please submit a copy of the Community Service Award certificate(s).

### **Activities + Programs**

1. Business Achievement Awards: Chapters receive points for having members complete levels of the Business Achievement Awards.

- Have a member complete the Future level of the BSAs. *5 points per member*
- Have a member complete the Business level of the BSAs. *10 points per member*
- Have a member complete the Leader level of the BSAs. *15 points per member*
- Have a member complete the America level of the BSAs. *20 points per member.*

Documentation: Please submit a copy of the Business Achievement Award certificate(s).

2. National Programs: Chapters receive points for taking part in national FBLA programs and campaigns.

- Complete Super Sweeps, Non-Stop November or Action Awareness *5 points per campaign*
- Hold events in accordance with FBLA week. *10 points per event*
- Complete the Outstanding Chapter Recognition Program. *25 points*

3. Chapter Programs: Chapters receive points for creating events and programs.

- Host a local business speaker *5 points*
- Host a workshop by a FBLA member. *10 points*
- Host a workshop by an non-FBLA member (PD members qualify under this category). *15 points*
- Take a chapter field trip to a business etc. *20 points*

Documentation: Please submit a photo and summary of the event.

4. Publicity

- Submit an article to Tomorrow's Business Leader. *5 points*
- Have a chapter be featured in a print newspaper. *5 points*

Documentation: Please submit a copy of the article.

## **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!

## **Professional Division Grant Program**

The FBLA Professional Division consists of FBLA alumni, business professionals and educators. An important resource to FBLA, these members support FBLA members via workshops and career counseling, while also serving as judges for competitive events. This year your state officer team challenges you to recruit Professional Division members, and in return, you'll receive a grant which can be put toward anything from an SLC scholarship to a pizza party.

How it Works:

1. Find local business professionals or educators - these could be people within your community or your family.
  2. Explain to them what the FBLA Professional Division is, and encourage them to become a member. Info can be found on the [state website](#) and [national website](#).
  3. Once they sign up, send a list of member names to [blake@mafbla.org](mailto:blake@mafbla.org). Your chapter will receive a \$50 grant for every five Professional Division members you sign up.
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