

Growing Your Chapter – Newton North HS

- Large Scale Marketing:
 - Utilize school social media pages, posters, and any other forms of communication that can reach a large number of students. These usually should cost virtually nothing.
 - These forms should persuade the student to come to an informational meeting rather than trying to sell them on the entire concept of FBLA. Once they come to the informational meeting you can then go more in depth on the details but putting those details up front will scare many students away.
- Smaller Scale Marketing:
 - One of the strategies that was most effective for us was to talk to our friends on a one to one basis and to keep ‘annoying’ them about joining. If you cannot get your own friends to get interested you should rethink your approach.
 - Since these are your friends, you could find ways to relate FBLA to their interests.
- One of the biggest things we’ve noticed is that students get turned off when they hear that it is about business. You must sell them on the fact that anyone can join and it’s not just a bunch of people in suits taking tests.
- Use past accomplishments and events to entice students. For example, we used the fact we went to Atlanta, GA to get students interested.
- Keep your member distribution over grade levels in mind. If you are top heavy like we are with a huge portion of our members being upperclassmen, make it one of your top priorities to recruit underclassmen.