



COLLEGIATE ADVISER WELCOME GUIDE

2022-2023



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A MESSAGE FROM FBLA'S PRESIDENT & CEO
WELCOME

Dear FBLA Collegiate Adviser,

This year we are celebrating ***One Association for Service, Education & Progress***. Our reinvigorated brand underscores a unity theme with tremendous opportunities for our students and our advisers. FBLA's bold three-part delta symbol emphasizes one organization made up of our vibrant three divisions for middle school, high school, and college students.

I want to share a few important items with you as you plan the year ahead.

First, please note that all our programming has been informed by dedicated educators, just like you, who have served on education and membership committees.

Second, this guide brings it all together with our *chapter engagement resources*. Large format posters easily map out the membership year with meaningful, easy to access activities and accomplishments for all members. Whether you are working on activities that contribute to your chapter's Program of Work through the Outstanding Chapter tracker or planning for competitive events—you will be able to see your progress!

The Excellence Awards provide members with the opportunity to develop critical skills needed to succeed in the workforce. Members can participate in a variety of programs including but not limited to in-person conferences, on-demand educational programming, and interactive networking opportunities. Finally, if in-person experiences are what you and your student members are all about, do not miss our Career Connections conferences in Omaha and Orlando in November of 2022. These conferences are great networking opportunities with your peers, and business and industry connections.

Oh—and one more thing! If you need assistance, visit the *Adviser Leadership Community* and click on the *Help Desk*. It is a quick way to get the feedback and solutions you need.

Sincerely,

A handwritten signature in black ink, appearing to read "Alex Graham", written in a cursive style.

Alexander T. Graham
President & CEO

THE CORE OF FBLA

MISSION

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

GOALS

- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

CODE OF ETHICS

I will:

- Be honest and sincere.
- Approach each task with confidence in my ability to perform my work at a high standard.
- Willingly accept responsibilities and duties.
- Seek to profit from my mistakes and take suggestions and criticisms directed toward the improvement of myself and my work.
- Abide by the rules and regulations of my school.
- Exercise initiative and responsibility and will cooperate with my employer and fellow workers.
- Dress and act in a manner that will bring respect to me and to my school.
- Seek to improve my community by contributing my efforts and my resources to worthwhile projects.

CREED

I believe:

- Education is the right of every person.
- The future depends on mutual understanding and cooperation among business, industry, and labor; and religious, family, and educational institutions, as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all these groups.
- Every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest number.
- Every person should actively work toward improving social, political, community, and family life.
- Every person has the right to earn a living at a useful occupation.
- Every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.
- I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.

FBLA PLEDGE

I solemnly promise to uphold the aims and responsibilities of Future Business Leaders of America and, as an active member, I shall strive to develop the qualities necessary in becoming a responsible business leader.

FBLA QUICK START

NATIONAL CENTER INFORMATION

FBLA is headquartered in Reston, Virginia, and organized on local, state, and national levels, with five (5) Regions at the national level (Eastern, Mountain Plains, North Central, Southern, and Western). The National Center staff is available to guide and serve as a resource.

To reach the FBLA National Center, please call 800.325.2946 or 703.860.3334.

Awards & Recognition

National Awards Program (Competitive Events), recognition programs (Who's Who, Outstanding Local Adviser, Gold Seal Chapter Award of Merit, Businessperson of the Year, Honorary Life Member, Adviser Wall of Fame), scholarships and financial aid.

Kelly Scholl

Director of Awards & Recognition
kscholl@fbla.org

Aric Mills

Awards & Recognition Coordinator
amills@fbla.org

Education Programs

Professional development, conferences, workshops, and membership programs including FBLA Business Achievement Awards, FBLA Middle School LEAD Awards, and FBLA Collegiate Excellence Award.

Gayle Robinson

Acting Director of Education Programs
grobinson@fbla.org

Shari Weinstein, CMP

Events & Logistics Consultant
sweinstein@fbla.org

Robert Smothers

Education Programs Registrar
rsmothers@fbla.org

Communications & Marketing

Tomorrow's Business Leader, website, social media, FBLA Leadership Community, media relations, Swag Shop, and corporate partners and sponsors.

Evan Dean

Digital Marketing Specialist
edean@fbla.org

Membership

Membership benefits and enrollment, membership refunds, dues processing, adviser and chapter support, and member data.

Lisa Smothers

Director of Membership
lsmothers@fbla.org

Katera Poma

Membership Services Specialist
kpoma@fbla.org

Eric Jones

Membership Services Specialist
ejones@fbla.org

Pat Wiggins

Membership Services Specialist
pwiggins@fbl.org

Finance & Operations

Accounting, finance, human resources, and operations

Robert Holst

Director of Finance & Operations
rhoist@fbla.org

Mary Ait

Staff Accountant
mait@fbla.org

Office of the President & CEO

Board of directors, governance, volunteer management, corporate relations, partners, and sponsors.

Alexander T. Graham

President & CEO
agraham@fbla.org

Mike Hyatt

Development Manager
mhyatt@fbla.org

Elena Daly

Executive Assistant to CEO
edaly@fbla.org

FBLA Shop

Official branded merchandise and publications. Please call 888.449.0667, email fblastore@centricitynow.com or visit www.fbla.org/shop



FBLA National Officer Team

President – Madison Kraemer (Iowa)
Executive Vice President – Madelaine Benowitz (New Jersey)
Vice President of Communications – Shanna Shakespear (Utah)
Vice President of Membership – Kimberly Speece (Pennsylvania)
Vice President of Financial Development – James Hulce (Wisconsin)

MANAGEMENT

NEW OR REACTIVATED CHAPTERS

To get started, go to www.fbla.org and click on Start or Reactivate a Chapter.

If you would like to start or reactivate a new High School chapter, please [complete this request form](#)¹.

Once a request is made, state advisers are automatically notified for follow up. Within one or two business days after approval from the state office, the chapter accounts are activated. The local adviser is then given the password and login and instructions on how to register members.

It is important to also contact your state adviser early in this process so that they can get you added to state-specific communications and informed on upcoming state events.

DUES

As a membership organization, FBLA relies on dues to help support the mission. This includes, but is not limited to, program development, resources, training, technology, services to chapters, and event production.

Knowing the exact amount of money to collect per member for dues is critical. When looking at the amount of national (\$6) and state dues (varies), also consider if you need to charge a chapter dues fee to cover expenses or membership benefits. Several chapters charge dues that are enough to cover a T-shirt and/or a district/regional competition.

[Dues Information](#)².

MY.FBLA (MEMBERSHIP DATABASE)

Purpose

FBLA Chapter Advisers manage chapter information, including registration of student members, via [my.FBLA](#).

How-To

Start by accessing the database at <https://my.fbla-pbl.org>. Access is based on individual email and password versus chapter number and one password for all.

Please refer to the Leadership Community library for database support and to submit a ticket.

Specific student information is needed for membership. This includes first and last name, grade, email, and gender. Since many school email addresses are whitelisted and blocked by schools, we highly encourage you to enter personal student email addresses rather than school email addresses.

¹ <https://form.jotform.com/221996490320054>

² <https://www.fbla-pbl.org/fbla-pbl-membership-dues/>

We recognize that sometimes advisers need to collect additional information such as parent information, class schedules and student interest forms. A sample [Google Form³](#) has been created for you to copy and edit for your chapter's use. This may assist in keeping all your membership data organized for use throughout the year, and will make adding students to Impexium much faster.

LEADERSHIP COMMUNITY

Purpose

FBLA Chapter Advisers are automatically added to our Leadership Community platform, which serves as the National Center's main platform to share resources, program updates, and deadlines for membership and events. In addition, you have direct access to colleagues in other states through the discussion feature, where you may ask questions, share ideas, and co-create solutions.

How-To

Start by accessing the site at <https://leadershipcommunity.fbla.org>. Your login credentials are the same as your membership database credentials.

Select "My Communities" from the "Communities" drop-down member to find the "FBLA Local Chapter Advisers" group. Below are a few steps you can take to quickly get acquainted with this new platform:

- **Update your profile.** We want to get to know you! Take a few minutes to enter your information on the profile page.
- **Start a discussion or respond to someone else.** If you have an FBLA-related question you'd like to ask your peers, post your question here and watch the responses come in! You can also use the "Post New Message" link in the discussion emails you'll receive from the Leadership Community. Share your expertise by responding to other people's posts.
- **Explore the library.** Resources, tools, templates, training modules, and publications are available to access within the chapter adviser libraries.
- **Update your messaging preferences.** If at any time you would like to change your messaging preferences, or if you'd like to opt out of receiving emails, visit the Community Notifications page (Go to PROFILE > MY ACCOUNT > COMMUNITY NOTIFICATIONS) to control your messaging preferences.

Please acclimate yourself to the site, engage with others, and build your network.

3 https://docs.google.com/forms/d/1P71leJkausYHIZF0VahIU2AyCT9qZ-WVcl5Zy9O_hA/copy

LEARNING CENTER (LEARNING MANAGEMENT SYSTEM)

Purpose

FBLA's Learning Center is the hub for all educational learning activities. Members and advisers can access on-demand programming and explore partner resources all from within the Learning Center. This is a one-stop shop for FBLA members to access everything they need!

How-To

Get started at <https://learn.fbla-pbl.org>

Students and advisers will use their [my.FBLA](#) account information. Student access is only available to active, paid members. (*See below for Membership Fee Grace Period.)

Local Chapter Adviser Admin Permissions

Local chapter advisers can see their students' progress in the Learning Center, but they cannot see individual submissions. Advisers who would like additional permissions to see their member's progress in programs offered through the Learning Center can [find more instructions here](#)⁴.

Need Help Getting Started?

Check out the Learning Center Knowledge base for tips for getting your members started and answers to the most asked questions.



New for the 2022-2023 School Year

***NEW Membership Fee Grace Period (until October 20, 2022)** – We recognize that it takes time for many chapters to complete the process of paying membership dues. To ensure your year is not delayed, all members that have been registered in the [my.FBLA](#) membership database will have access to programming in the Learning Center until October 20, 2022. After that date, programming will be closed and only available to active paid members.

UPDATED Adviser Guides – Adviser guides provide advisers with a list of activities that students are completing inside the Learning Center for each award. These guides have been updated for the new membership year to include answer keys and troubleshooting tips.

4 <https://fbla.zendesk.com/hc/en-us/articles/4415564520852>

FBLA HELP DESK

Purpose

Have a question? Head over the FBLA’s Help Desk for answers. You should first search the growing knowledge base for an answer to your question. If you can’t find your answer, submit a ticket and a member of the FBLA team will get back to you as soon as possible.

How-To

Get started at <http://fbla.zendesk.com>

FBLA BRAND ASSETS

FBLA just completed a rebranding process. We have new logos and other related assets for your use! Chapters have until August 1, 2023 to incorporate the new brand into your online presence and materials. Please feel free to take this time to use existing stock and materials, and update things when you are ready and able to during the year. When you are ready to update your online presence and materials, please visit the new Brand Center on the FBLA website (www.fbla.org/brand-center). There you will find branding guidelines, along with logo assets and other information, so you can help us maintain a consistent and strong FBLA presence across the country.



<h3>Brand Colors</h3> <p>This color palette is the primary and secondary colors of the brand.</p> <p>There are no exceptions.</p> <p>References to both digital and print-ready (PMS) builds of each color are included here. Always match the color(s) used to the information provided here.</p>	Navy #0a2e7f R10 G46 B127 C100 M92 Y20 K9 PMS 288	
	Blue #1d52bc R29 G82 B188 C89 M74 Y0 K0 PMS 2728	
	Gold #f4ab19 R244 G171 B25 C3 M32 Y98 K0 PMS 7409	
	White #ffffff R255 G255 B255 C0 M0 Y0 K0	Cobalt R34 G106 B221 C81 M60 Y0 K0 #226add PMS 2727

Typography

Our brand’s typographic identity relies heavily on the use of Apercu. The alternate primary option is Arial. We have selected these options because they work well in both digital and print executions.

While Bold can be used for headlines, Medium (in uppercase) works well for subheads. For body copy on dark backgrounds with white text, use Medium for increased readability.

PRIMARY

Sans serif

Apercu Pro

ALTERNATIVE

Arial can be used when Apercu is not available.

Arial Bold

Headlines
SUBHEADS

Arial Regular

Body Copy
Arial Italic

Apercu Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()*_+

Aa

HEADLINES

Apercu Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()*_+

Aa

SUBHEADS

Apercu Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()*_+

Aa

BODY COPY

Apercu Pro Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()*_+
**Italic is also available in Bold + Medium weights*

Aa

BODY COPY

Typography

Serif fonts traditionally are used in print where there are large sections of copy due to it’s increased readability.

Examples of instances to use the serif option include letterheads, professional documents, magazines or newsletters, booklets, etc.

While Bold can be used for headlines, SemiBold works well for subheads as well as for body copy on dark backgrounds for readability.

SECONDARY

Serif Option

Gelasio

ALTERNATIVE

Georgia can be used when Gelasio is not available.

Georgia Bold

Headlines
SUBHEADS

Georgia Regular

Body Copy
Georgia Italic

Gelasio Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()*_+

Aa

HEADLINES

Gelasio SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()*_+

Aa

SUBHEADS

Gelasio Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()*_+

Aa

BODY COPY

Gelasio Italic*

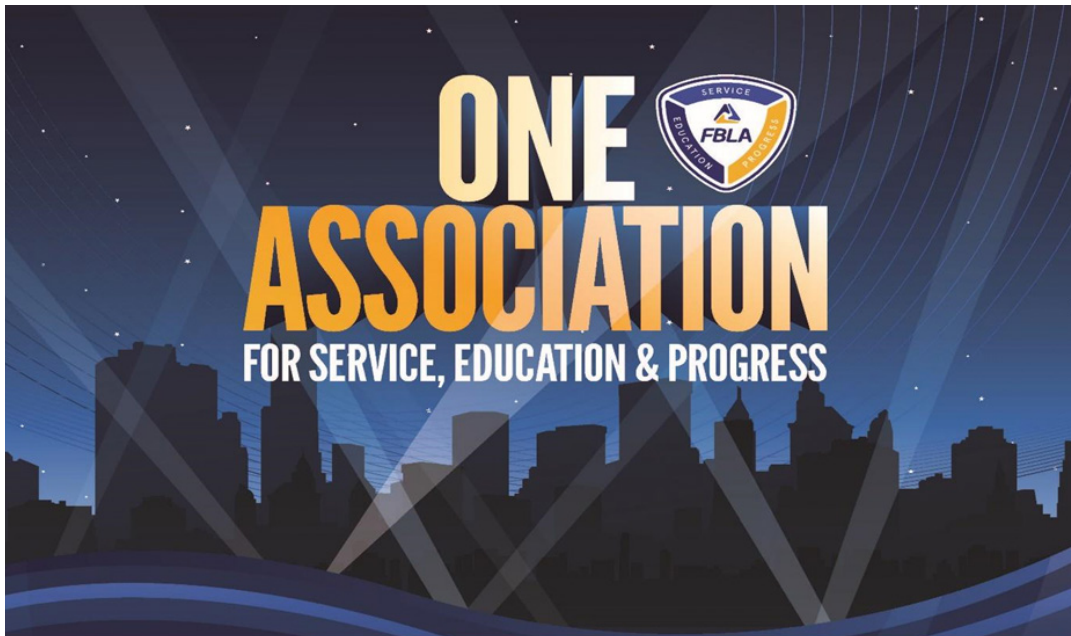
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()*_+
**Italic is also available in Bold + SemiBold weights*

Aa

BODY COPY

2022-2023 MEMBERSHIP YEAR THEME

ONE ASSOCIATION FOR SERVICE, EDUCATION & PROGRESS



In addition to the logos, including the 2022-23 theme, the online Brand Center includes other FBLA-specific templates and instructions on how to create your own state+chapter lock up, approved colors, fonts and an assortment of template files for your use. If you have questions about the FBLA brand or how to localize your materials, or have a question about the 2022-23 theme, please email: communications@fbla.org

DRESS CODE

FBLA members and advisers should develop an awareness of the image their appearance projects. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world.

Appropriate attire is required for all attendees—advisers, members, and guests—at all general sessions, competitive events, regional meetings, workshops, and other activities unless otherwise stated in the conference program.

Conference name badges are part of this dress code and must be worn for all conference functions. For safety reasons, do not wear name badges when touring.

No dress code can cover all contingencies, so FBLA members must use a certain amount of judgment in their choice of clothing to wear. Members who experience uncertainty about unacceptable attire should ask their local or state adviser.

ACCEPTABLE

Business suit with:

Blouse

Collared dress shirt and neck or bow tie

Dress pants or skirt with:

Blouse

Collared dress shirt and neck or bow tie

Business dress

Blazer with dress pants and:

Blouse

Collared dress shirt and neck or bow tie

Dress shoes/dress boots

UNACCEPTABLE

Jewelry in visible body piercing, other than ears

Denim or flannel clothing of any kind

Shorts

Athletic clothing

Leggings or graphic designed hosiery/tights

Skintight or revealing clothing, including tank tops, spaghetti straps, and mini/ short skirts or dresses

Swimwear Flip flops or casual sandals

Athletic shoes

Industrial work shoes

Hiking boots

Boat shoes

Any canvas or fabric shoes

Hats

Clothing with printing that is suggestive, obscene, or promotes illegal substances

SOCIAL MEDIA

National Accounts

FBLA maintains an active presence on various social media networks to engage and connect with our members, advisers, and community. In addition, states maintain their own social media accounts. Be sure to follow, share, and engage with the wider FBLA community, and encourage your members to do the same. Also, please be sure your local/state social media presence carries through the new brand appropriately. It will take all of us to execute a strong, new brand for the association.

JOIN THE CONVERSATION!

FOLLOW US ON SOCIAL MEDIA



TWITTER
@FBLA_NATIONAL



FACEBOOK
/FutureBusinessLeaders



INSTAGRAM
@FBLA_NATIONAL



YOUTUBE
/FBLAPBLINC

#WeAreFBLA

Digital Citizenship

There are many benefits to using social media as networking and connecting platforms, yet personal responsibility for the appropriate use of social media is essential. FBLA-community members, including but not limited to members and advisers, should practice smart and safe digital citizenship.

When engaging on social media, it is essential to remember that what is posted can directly (whether immediately or over time) affect one's future. As a rule of thumb, students should only post, share, or comment on things that they are okay with having follow them for the rest of their lives (as screenshots can exist forever) and say only things they would confidently speak out loud in an offline situation.

Students should remember that future colleges and universities or potential employers may have access to and review social media.

As new and advancing technologies emerge, it is important to understand both best practices and privacy rights.

ADVISER DUTIES

What does an adviser do?

As the official head of the organization at your school, there are specific duties to complete from a national perspective. Each state has additional tasks that may need to be completed by advisers, such as:

- Assist officers in the development of a program of work.
- Make sure that any dates that involve students being away from school are approved and listed on the school calendar.
- Obtain approval and resources for any travel to events.
- Assist officers with recruitment.
- Ensure that dues received are put into the proper accounts.
- Ensure that members are properly entered into the membership database.
- Ensure that payment is made promptly for membership dues so that students become members.
- Double check that all members show as paid.
- Monitor all deadlines, both national and state, to make sure that member and chapter competition and recognition activities proceed on schedule.
- Read carefully all communication from both national and state offices.
- If chaperoning students overnight, make sure that you have proper medical releases, code of conduct and other forms completed.
- Assist members in accessing membership awards and practice/preparation of competitive events.
- Work with the officer team to ensure a successful completion of the program of work.
- Ensure elections are held for the next year's officer team.

FBLA FUNDRAISING

FINANCES

It is important early in the year to review your district's policy for activity accounts including deposits and payments. Many events have a payment receipt deadline that could prevent student participation if the deadline is missed. Knowing who to contact in your building or district to make sure things are done is key. Unfortunately, more than one purchase order has become "lost" on a desk or digital file structure between submission and process. Be sure to follow-up once or twice, especially as deadlines draw near. Keep documentation and copies of all correspondence and forms.

Work with your officer team to develop a budget as you work on the program of work. As soon as costs of conferences, hotels, etc. are known, work to set the per student cost and share with members and parents as early as possible. When planning for budget purposes, it may be a good idea to add 10-20% to costs year over year.

FUNDRAISING OPPORTUNITIES

FBLA is pleased to partner with a number of fundraising organizations. For information about and an updated list of these organizations, please visit our [website](#)⁵.

5 <https://www.fbla-pbl.org/>

FBLA CALENDAR

Dates and details are as of August 2022. All events and deadlines are subject to change and updates will be posted on the FBLA website, Leadership Community, and other platforms as necessary.

AUGUST

August 1

Online Membership Registration Opens

FBLA Collegiate Excellence Award Begins

FBLA Collegiate Outstanding Chapter Begins

OCTOBER

October 10

Fall Stock Market Game Begins

October 15

Application Deadline

[ACTE Outstanding Business Education Student Award⁶](#)

NOVEMBER

November 3-5

Career Connections – Omaha, NE

November 15

American Enterprise Day

November 16-17

Career Connections – Orlando, FL

November 17

March of Dimes World Prematurity Day

DECEMBER

December 16

Fall Stock Market Game Ends

December 31

Early Bird Membership Registration Deadline

FEBRUARY

February 1-28

National Career and Technical Education Month

February 5-11

FBLA Week

February 13

Spring Stock Market Game Begins

MARCH

March 4

Spring Stock Market Game Registration Deadline

APRIL

April 1

Award Submission Deadline:

- Chapter/State/Membership Recognition Awards

National Bylaw Amendment Proposal Submission Deadline

April 15

FBLA Collegiate National Dues Payment Deadline for Competitors, National Candidates and Voting Delegates

National Leadership Conference Registration Opens

NLC Competitive Event Registration Opens (completed by state advisers)

Deadline to Apply for:

- Distinguished Business Leader Scholarship
- NLC Scholarship

April 21

Spring Stock Market Game Ends

MAY

Local March of Dimes March for Babies (Dates Vary)

May 1

Outstanding Chapter Submission Deadline

May 9

Second Tuesday in May:

National Leadership Conference: Intern Application Receipt Deadline

NLC Competitive Event Registration Deadline by 11:59 p.m. Eastern (completed by state advisers)

Pre-judged Submission Deadline by 11:59 p.m. Eastern (completed by state advisers)

NLC Recognition Awards Registration Deadline by 11:59 p.m. Eastern (completed by state advisers) for:

- Businessperson of the Year

⁶ <https://www.acteonline.org/business-education-division-awards/>

- Outstanding Local Chapter Adviser
- Adviser Wall of Fame
- Who's Who
- Gold Seal Chapter

NLC: Early Bird Registration Date

May 15

National Officer Candidate Application: Receipt Deadline

May 16

Third Tuesday in May:

Production Tests Submitted by 11:59 p.m. Eastern (completed by state advisers)

NLC Housing Deadline

NLC Registration Deadline

JUNE

June 1

March of Dimes Fundraising Report Receipt Deadline

Excellence Award Deadline for NLC Recognition

June 2

FBLA Collegiate Local Voting Delegates Registration Deadline

NLC Registration and Payment Receipt Deadline

June 6

NLC Late Registration Deadline (no onsite registration)

Competitive Event Changes (completed by state advisers) by 11:59 p.m. Eastern

June 22-June 25

FBLA Collegiate National Leadership Conference – Atlanta, GA

CONFERENCE OPPORTUNITIES

CONFERENCES

FBLA's national conferences help students prepare for careers in business by focusing on academic competitions and leadership development. FBLA conferences are a great place to network, develop leadership skills, and learn about cutting-edge products, resources, and opportunities from exhibitors and vendors.

CAREER CONNECTIONS CONFERENCE

Students and advisers participate in motivational general sessions, professional development, and The Career Connections Conference is a fast paced, high-impact program focused on connecting talented individuals with leading employers. This is not just a meet and greet conference, it's about getting what it takes to succeed in a challenging job market—interviewing techniques, building your personal brand, and navigating your early career.

2022 Career Connections Conferences

- Omaha, Nebraska (November 3-5)
- Orlando, Florida (November 16-17)

NATIONAL LEADERSHIP CONFERENCE

FBLA Collegiate members have the competitive edge, as the best and brightest convene to compete in leadership events, share their successes, and learn new ideas about shaping their career future through workshops and exhibits. This four-day conference is considered the pinnacle of the FBLA experience, especially for those running for national office. FBLA has forged partnerships with industry leaders to underwrite competitive events and scholarships for students achieving national ranking.

2023 NLC—Atlanta

- FBLA: June 22–June 25

STATE CONFERENCES

Advisers should check the state calendar provided by state advisers for the dates of their state conference.

FBLA SERVICE PROGRAMS

March of Dimes

For more than 45 years, FBLA has partnered with the March of Dimes as our national service partner. There are many ways for local chapters to participate in improving the lives of babies. Reference the [March of Dimes Guide](#)⁷ for additional ideas and resources.

If your chapter raises money for the March of Dimes, use the official FBLA [March of Dimes Fundraising Report Form](#)⁸ (deadline June 1) when submitting your donation to your local March of Dimes office.

7 <https://drive.google.com/file/d/1CFlevi3L9H2FOuUhU5zD1jSA83M8i6La/view>

8 https://drive.google.com/file/d/1Tm0ZsvQHfdv9DtBi_u21wxgUiepQ_Lww/view?usp=sharing

FBLA MEMBERSHIP PROGRAMS

OUTSTANDING CHAPTER

FBLA Collegiate chapters must complete ten (10) activities from the areas of membership, chapter engagement, community service, and professional/career development.

Recognition includes a Certificate of Recognition and ribbons for delegates at the Collegiate National Leadership Conference. The top ten chapters will be recognized with plaques in the Opening General Session of the National Leadership Conference.

Membership Awards

FBLA Collegiate states and chapters are eligible for special membership awards that are automatically counted based on membership numbers. Chapters are recognized at the National Leadership Conference (NLC). Plaques will be presented to First – Third Place in each category at the Collegiate NLC.

- Largest State Chapter Membership
- Largest Local Chapter Membership
- State Chapter with Largest Direct Membership (New)

FBLA WEEK

FBLA sets aside a full week in February each year as *National FBLA Week*. Chapters are encouraged to use this time to publicize activities and successes, boost their membership, and gear up for their spring activities.

Many chapters plan special activities for each day of the week. These include everything from FBLA Professional Attire Day to Spirit Day. View the website to see what special celebrations will be happening nationally during this week

As FBLA Week coincides each year with [National Career and Technical Education Month⁹](#), this is an excellent time to inform the public about the purpose of school-to-work activities and programs through exhibit booths, visits to legislators, tours of businesses and education departments, and word of mouth.

AMERICAN ENTERPRISE DAY

Observed on November 15, this celebration honors the free enterprise system in the United States. Chapters are encouraged to plan projects and activities to both highlight and celebrate American Enterprise Day. Chapters that do a project could also create and submit a competitive event report.

⁹ <https://www.acteonline.org/why-cte/cte-awareness/cte-month/>

FBLA EDUCATION PROGRAMS

EXCELLENCE AWARD

The Excellence Award is a platform for active paid collegiate members to earn recognition while completing activities to further their skills in a variety of areas. This credit-based program bridges participation in programs such as Financial Fitness by Intuit, Facebook Marketing's Train the Trainer and attending the Career Connections Conference with a building a portfolio for future career readiness.

STUDENT CHALLENGES

Student challenges and partner programs provide opportunities for students to compete in a variety of areas throughout the school year. Different from the National Awards Program (competitive events), student challenges are often presented in collaboration with or hosted by our partners throughout the year. Examples of these challenges include Intuit's DEI Challenge and the Stock Market Game.

FBLA AWARDS & RECOGNITION

MEMBER COMPETITIONS AT NLC

The National Awards Program, also known as competitive events, recognizes and rewards excellence in a broad range of business and career-related areas. FBLA competitive events also prepare students for successful careers in business by providing opportunities to apply classroom concepts in a workforce-simulated competitive environment. FBLA offers more than 60 collegiate competitions in the National Awards Program. Each state may submit two or three entries in each event, depending on the type of event. The events are reviewed annually by the Competitive Events Committee.

If you have suggestions for new events or event modifications, please [submit them](#)¹⁰.

Competitive Event Resources Available in the Leadership Community:

- Competitive Events At-A-Glance
- Competitive Events By Area of Study

Please review the [individual event guidelines online](#)¹¹ and check with your state chapter, as each state's competition program may vary.

¹⁰ <https://fblapbl.wufoo.com/forms/recommendation-for-newmodified-competitive-events/>

¹¹ <https://www.fbla-pbl.org/divisions/pbl/pbl-competitive-events/>

FBLA SPONSOR & PARTNER PROGRAMS

FBLA sponsors and partners provide many benefits and programs for members and advisers, including educational programs, scholarships, and discount programs. Sponsors generously provide the cash awards and trophies for the top winners of our [National Leadership Conference](#)¹² (NLC) competitive events program and other conference activities. [For a full list of all our current sponsors and partners, please visit the FBLA website.](#)¹³

In addition, the following strategic partners provide resources, tools, and benefits to both you and your student members.

MARCH OF DIMES

The March of Dimes leads the fight for the health of all moms and babies. The March of Dimes support moms throughout their pregnancy, advocates for policies that prioritize their health, supports radical improvements to the care they receive and pioneers research to find solutions to the biggest health threats to moms and babies. For over 45 years FBLA has consistently ranked as the top March of Dimes youth fundraising partner, raising millions of dollars for moms and babies.



Prematurity Awareness Month

Celebrate World Prematurity Day on November 17 and throughout the entire month of November by coloring your school Purple to End Prematurity! Every year, 15 million babies are born too soon worldwide and more than a million die before their first birthday. Raise awareness and show your support by coloring your school Purple—the March of Dimes color!

March for Babies Fundraising Walks

Each spring over one million passionate walkers, in nearly 1,100 communities across the nation, walk to raise money for the March of Dimes during the March for Babies. Taking part in the march is easy and worthwhile! To register your chapter, visit www.marchforbabies.org/fbla-pbl

- Pick FBLA Collegiate.
- Find your FBLA Collegiate chapter to narrow your choices. Choose your state in the drop-down menu.
- If your chapter is not listed, visit marchforbabies.org and select “join a new team.” Use your team type (FBLA, FBLA Collegiate, or FBLA Middle School) along with your school’s name in your team title.
- Print and complete the [March of Dimes Fundraising Report Form](#)¹⁴ (deadline June 1).
- Also stay tuned for the March of Dimes Kick off Webinar in January for more information.

The top 3 states in each FBLA and FBLA Collegiate division and Top 3 chapters in each FBLA Middle School, FBLA, and FBLA Collegiate division will be recognized at the National Leadership Conference.

¹² <https://www.fbla-nlc.org/>

¹³ <https://www.fbla-pbl.org/fbla-sponsors/>

¹⁴ https://drive.google.com/file/d/1Tm0ZsvQHfdv9DtBi_u21wxgUiepQ_Lww/view

STOCK MARKET GAME

Game Information

Students in the FBLA Stock Market Game (SMG) may work individually or in teams of two to five members to build and manage a successful investment portfolio of stocks, bonds, and mutual funds, using a hypothetical \$100,000. They track their investments over the course of 12 weeks, receiving valuable opportunities to practice math, critical thinking, problem solving, and research skills as well as essential real life money skills.

Game Dates

The Fall 2022 SMG session is October 11– December 17. The registration deadline is October 29. The Spring 2023 SMG session is February 14 – April 22. The registration deadline is March 4.

The registration fee for each team is \$10.95. Students will be ranked by division and winners will be publicized through FBLA.

Registration Information

Once registration opens, to purchase and register teams for the Stock Market Game please follow the instructions below.

1. Please click this link.
2. Login into your account.
3. Click blue button that says: “Purchase for *school name*”
4. Click Add to Cart then Review & Checkout under the “2021 Fall Stock Market Game” button.
5. Under Quantity use the arrow to select how many teams you are purchasing the game for.
6. Each team can have 1-5 participants.
7. The cost is \$10.95 per team.
8. We only accept credit card payments for the Stock Market Game.
9. After you change the quantity, click “update cart.”
10. Scroll to the bottom and click the checkout button.
11. Once you have purchased teams for the Stock Market Game please visit fbla-pbl.smgww.org and complete a team request form to receive your team IDs and passwords.

Game Terms

You must be a paid FBLA member to participate in the Stock Market Game.

Team fees are NON-REFUNDABLE and will NOT carry over to the next semester. Unused team portfolios will be deleted three weeks before the end of the session.

Awards & Recognition

The top 3 chapters in each division will receive a digital certificate, and each team member will receive a medallion. The top 3 chapters in each division will be recognized on social media and in *Tomorrow's Business Leader*.

Every student who participates can request their digital badge via the [Tallo platform](#)¹⁵.

Game Resources

[Share this video](#)¹⁶ about SMG and the benefits of participating with your students!

¹⁵ <https://tallo.com/fbla>

¹⁶ <https://www.youtube.com/watch?v=TQLnJXda2L4&feature=youtu.be>

META

As part of the partnership with META, FBLA is pleased to announce that META has launched their Blueprint Educators Portal. The Portal includes access to information, materials, and content that easily integrates into curriculum planning for executing and measuring digital marketing campaigns. This free resource helps educators instill marketing best practices across META, Instagram and Messenger. Additionally, the digital marketing skills content in the Portal helps educators prepare students to earn a Facebook Certified Digital Marketing Associate Certification.

There are three components to the program:

- **Educators Portal**¹⁷ – designed for educators, our Portal provides a comprehensive set of free educational resources and instructional materials. These modules take learners through the basics of digital marketing – from starting a campaign through to executing and measuring a campaign. The Educators Portal currently offers:
 - 28 lessons and 12 quizzes, with corresponding online learning to reinforce engagement and mastery outside of lessons.
 - Presentation materials and student activities
 - A content module on distance learning
 - Facilitator notes and suggested teaching time
 - Case studies
- **Online Content**¹⁸ - with six hours of free online content, your students can continue learning about META's digital marketing solutions at their own pace
- **META Certified Digital Marketing Associate Certification**¹⁹ – through the Blueprint Certification, learners can be sure they have the confidence to reach their career goals with digital marketing skills across META, Instagram and Messenger.

You can learn more about the Educators Portal resources and the higher education program in this [informational video](#)²⁰.

The partnership between FBLA and Facebook Education offers the FBLA community access to the Educators Portal as well as META-FBLA webinar events. This partnership will continue into the 2020-2021 academic year allowing advisers ample time to integrate the content into their curriculum plans. [Facebook FAQs for Educators](#)²¹

LEARN & EARN™

Learn & Earn™ is an app for students to learn about money, entrepreneurship, technology, careers, college prep, mental health and more topics through bite-sized courses. By completing courses, students earn money contributed by sponsors, such as brands and non-profit organizations, as well as by parents/guardians and family members. If students are 18 or older, they have the choice to grow their balance on top of what they can earn by adding your own money! Funds are invested into the real stock market through ETFs and fractional shares. The best part: students get to explore and add stocks to their portfolio!

17 https://educator.facebookblueprint.com/student/catalog?content_id=cQ2HRCmigjYZMNO

18 https://www.facebook.com/business/learn/series/guide-to-digital-marketing-using-facebook?content_id=Z6AB1OecI8GHby5

19 https://www.facebook.com/business/learn/certification/exams/100-101-exam?content_id=YqRUSxvmNXcLC6T

20 https://educator.facebookblueprint.com/student/page/205469?content_id=9XyvaR6ItTtTIA

21 <https://www.fbla-pbl.org/media/educators-portal-faq.pdf>

INTUIT JOB READINESS

Intuit, the proud maker of QuickBooks, TurboTax, and Mint, is dedicated to helping people prepare for the jobs of tomorrow, with a focus on those from underrepresented communities, by providing entrepreneurship and personal finance education programs. These programs, uniquely built and designed by Intuit, help develop the critical 21st-century skills employers are seeking, as well as support those with a goal to be self-employed or start a business. Intuit supports educators with professional development training and project-based real-world curriculum to ensure they are equipped with the tools and resources needed to guide students toward successful futures. Together, we are helping to power prosperity around the world, working closely with educators and communities to provide essential learning opportunities for students and entrepreneurs as we build towards the future of work.

Please visit us for the latest news and in-depth information [about Intuit²²](#).

TALLO

Tallo is an online platform connecting the next generation of talent (age 13+) with colleges and companies across the country. FBLA members can join FREE and create a digital profile showcasing their skills, talents, and accomplishments. From there, they can share their profile, link up with mentors, and request the FBLA Digital Badge to be recognized as an official FBLA Member on Tallo.

Tallo users also gain access to free resources, tools like our automatic resume generator, and get matched up with over \$20 billion in scholarship opportunities.

[FBLA Middle School²³](#) (13+ year of age), [FBLA High School²⁴](#), and [FBLA Collegiate²⁵](#) students can join free using the links provided.

[FBLA | Tallo Webinar²⁶](#) In this webinar students will learn: information and background on Tallo; how to create your online profile; benefits to creating an online profile via Tallo; about digital badges that are available to FBLA members; and Tallo within the FBLA membership programs.

22 <https://www.intuit.com/>

23 <https://tallo.com/fblaml/>

24 <https://tallo.com/fbla/>

25 <https://tallo.com/fblapbl/>

26 <https://tallo.com/learn-how-to-use-tallo-videos/>

WELCOME KIT APPENDIX

Tools, templates, and resources are available for download by advisers in the Leadership Community at leadershipcommunity.fbla.org. The library in the FBLA Local Chapter Adviser Community is updated on an ongoing basis. Resources include, but are not limited to:

- Permission/Medical Release Forms
- Agenda Templates
- Minutes Templates
- Conference Checklists
- Competition Signup Forms
- Format Guides
- Media Release Templates

To log in to the Leadership Community, go to leadershipcommunity.fbla.org. The “Sign In” button is above the menu, on the right side of the screen next to the search bar. If you are logging on from your mobile device, the “Sign In” button is at the very top.



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