

TEN LOCAL CHAPTER RECRUITMENT IDEAS



1. **Night/Day of the Body Snatcher.** Come up with a prize to be awarded at the end of a local chapter meeting to the person that brings the most non-members (snatches bodies) to that particular meeting.
2. **Candy Invitation.** Hand out candy bars such as a *Payday*® with an invitation saying, “Come join FBLA-PBL and see how to increase your PAYDAY!” Hand out invitations to all prospective members inviting them to the first meeting.
3. **Locker Signs.** Place signs on lockers with candy on them. Use a catchy phrase such as “Be a STAR in FBLA-PBL” and give away *Starburst*® candies.
4. **Drawings.** Have a drawing for a free National Fall Leadership Conference registration open to all members who have paid their dues.
5. **Happenings.** Give examples of what has happened in past years. Show prospective members actual pictures (via a slide show presentation) of where you have gone, what you have done, who you have met. Show that you are HAVING FUN doing these things.
6. **Food.** Have an informational meeting held after school. Promise members food such as a “Build Your Own Banana Split Party” but not until after you have given your presentation.
7. **Alumni.** Obtain FBLA-PBL alumni from your chapter (or neighboring chapters) to speak with business classes regarding the benefits of membership in FBLA-PBL.
8. **Advertising.** Take advantage of free advertising. Write newspaper articles, create bulletin boards, and post flyers to publicize local chapter activities.
9. **Business Cards.** Display business cards of former chapter members now working to demonstrate that members are going on to find jobs.
10. **Website.** Create a website for your chapter and list your upcoming meetings and events.