



Adviser Toolkit

2026

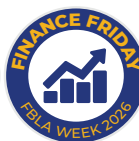




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Welcome



Dear Advisers,

It's almost time for our favorite week of the year—FBLA Week!

We're thrilled to invite you to celebrate **FBLA Week from February 8–14, 2026!** This year, the National Officers are excited to recognize your incredible contributions to the FBLA community through interactive activities, networking opportunities, and recognition for both members and chapters.

FBLA Week is a highlight of our membership year, and we've created a comprehensive toolkit to help you make the most of the celebration. This resource will guide you and your members through:

- Preparing for FBLA Week events
- Promoting FBLA and FBLA Week at your school and in your community
- Participating in activities hosted by the National Officer Teams

Get ready for seven extraordinary days of **connection, learning, and FBLA spirit!**

Stay informed by checking your email, the FBLA Week webpage, and our national social media accounts for the latest updates.

We can't wait to celebrate with you this February!



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Before FBLA Week

- Watch the FBLA Week preview video, in which the National Officers highlight the week's many festivities. This video will be available in mid-January on the [FBLA Week page](#).
- Participate in the FBLA Week Social Media Challenge. All participating chapters will receive a digital FBLA Week Social Media Challenge Medallion. Earn 100 Bonus points for the Champion Chapter (MS, HS), and Outstanding Chapter (Collegiate) by completing this challenge! Click [HERE](#) for instructions on how to enter.
- Raise money for our national service partner. Chapters can raise money for the Alzheimer's Association and are encouraged to plan a fundraising event for their members. High School and Middle School Chapters can earn points for the Virtual Walk to San Antonio gameboard, and Collegiate chapters may earn points for Cards for a Cure. Click [HERE](#).
- Make sure your state officers and leaders know of your accomplishments so they can share them in the state chapter success stories.
- Encourage students to create an adviser or state leader thank you graphic with a photo and [submit it via this form](#) by February 1.
- Alert local news media to your FBLA Week plans. Find a sample press release [HERE](#).
- Ask your local and state officials to proclaim February 8-14, 2026, as FBLA Week. View a sample proclamation [HERE](#).
- Alert local news media to your FBLA Week plans. Find a sample press release [HERE](#).
- Order FBLA-branded products at the [FBLA Shop](#) to show your FBLA spirit throughout the week!
- Inform your community. Be sure your school, school district, and local community know about FBLA Week.
- Log on to Goosechase to complete missions as a chapter. Chapters that participate can earn a digital medallion and digital certificate. The Race to FBLA Week challenge will run January 22 to February 8. Specific instructions for participating are available in the Before FBLA Week checklist on page 7.
- FBLA Week activities conducted by chapters will earn points for:
 - [Middle School Champion Chapter](#)
 - [High School Champion Chapter – CTE Celebration](#)
 - [Collegiate Outstanding Chapter](#)



Service Sunday: February 8, 2026

FBLA Helping Hands Challenge

Description: Show your chapter spirit of service by supporting our National Service Partner, the Alzheimer's Association! Create a team, raise funds, and showcase your chapter's community service in action.

Middle School, High School, & Collegiate Task: Form an FBLA team to raise money for the Alzheimer's Association and post your photos on Instagram using #FBLAWeek2026.

- The National FBLA Instagram will feature select posts.
- The local chapter raising the most money in each division will be recognized!

Make Your Mark Monday: February 9, 2026

Description: Celebrate FBLA by telling your story and what FBLA has done for you.

Middle School, High School, & Collegiate Tasks: FBLA members from all divisions are invited to complete a short form and submit a 30-second testimonial sharing their FBLA story and the impact the organization has had on their leadership journey. All participants will receive a "Voices of Leadership" Digital Medallion. Selected testimonials will be featured during the President's Forum and on National FBLA social media.

Trailblazer Tuesday: February 10, 2026

Description: Watch our social media channels to hear about the successes from some of our notable alumni and make plans to attend a virtual trivia game night for your division.

Middle School, High School, and Collegiate Task: Connect with the FBLA Middle School Student Leadership Council and your current National Officers for a Trivia Game Night at 7:00 PM ET. Each division will have their exclusive game night. Test your FBLA and current events knowledge and come away a Trivia Champion!

Why Wednesday: February 11, 2026

Description: Wear your professional attire and do not miss our President's Forum to celebrate why it's great to be a part of FBLA!

Middle School, High School & Collegiate Task: Members at all levels are encouraged to wear business attire, take a group photo, and post to social media with #DressforSuccess. Don't forget to log in for the FBLA National President's Form at 7:00 PM ET.

Thankful Thursday: February 12, 2026

Description: Thank local chapter advisers and state leaders by sharing videos and/or photos on social media.

Middle School, High School, & Collegiate Task: Members will thank advisers and state leaders for their commitment to the organization by posting stories, photos, and/or videos to their Instagram accounts using the tagline: Celebrating our Amazing Advisers today and every day
#WeLoveOurFBLAAdvisers #FBLAWeek2026

Members are also encouraged to submit a thank you graphic with a photo with their adviser/chapter leader on [this form](#) by February 1. Their responses may be featured on the National social media accounts.

Finance Friday: February 13, 2026

Description: Chapters will have the opportunity to share their fundraising success stories and high school and collegiate members will take part in a Financial Literacy Contest while middle school members are encouraged to complete the LEAD Aspire Award.

Middle School Task: Encourage your members to complete the LEAD Aspire – FutureSmart Award (in partnership with Everfi).

High School & Collegiate Task: Members of each division will have the opportunity to participate in a special Financial Literacy Contest. Find out how much you know and if you will walk away as our FBLA Week Financial Literacy Champion in your specific division.

All Divisions: Chapters are encouraged submit their most creative and successful fundraising Project. Selected submission be showcased on social media.

Spirit Saturday: February 14, 2026

Description: End FBLA Week with a celebration of your chapter's accomplishments by tagging [@fbla_national](#) on Instagram and using the hashtag #FBLAWeek2026.

Middle School & High School Task: The High School Regional Vice Presidents will highlight [state chapter success stories](#) through social media. Stay tuned for chapters to be recognized on the [National Instagram page](#).

Collegiate Task: The Collegiate National Officer Team will highlight local chapter success stories through social media.



CHECKLIST

- ☐ Watch the FBLA Week preview video in which the National Officers highlight the week's many festivities. This video will be available in mid-January on the [FBLA Week page](#).
- ☐ Plan your FBLA Week social media campaign.
- ☐ Raise money for any fundraising project to benefit the Alzheimer's Association.
- ☐ Make sure your state officers and leaders know of your accomplishments so they can share them in the [state chapter success stories](#).
- ☐ Encourage students to create an adviser or state leader thank you graphic with a photo and [submit it via this form](#) by February 1.
- ☐ Ask your local and state officials to proclaim February 8-14, 2026, as FBLA Week. View a sample proclamation [HERE](#).
- ☐ Order FBLA products at the [FBLA Shop](#) to show your FBLA spirit throughout the week!
- ☐ Sponsor a Blue and Gold Day for members to wear FBLA colors at your school.
- ☐ Tour a local business or sponsor a job-shadow day.
- ☐ Make sure your school and community know about FBLA Week:
 - Put up flyers and/or posters announcing FBLA Week around your building or campus. Your Student Government Association may be a helpful partner in this.
 - Submit a segment to your school's morning news program or request that FBLA Week be included in your school's morning announcements. Submit an article to your campus newspaper.
 - Submit an item to your school's faculty announcements with details about how long your FBLA chapter has been active at your school, how many members you have, and some of your recent accomplishments.
 - Invite potential new members to attend an interest meeting and FBLA Week events.
 - Follow the other suggestions in the media outreach section later in this document.
- ☐ Log on to Goosechase to complete missions as a chapter in the Race to FBLA Week. Chapters that participate can earn a digital badge and certificate. The Race to FBLA Week Goosechase chapter challenge will run January 22 to February 9.
 1. Download the Goosechase [iOS](#) or [Android](#) app.
 2. Log in. New to Goosechase? Sign up for an account or play as a guest.
 3. Search for this Experience by the code for your division and click Let's Go.
Middle School: **11XXAF** | High School: **IZMGBK** | Collegiate: **1PX7PT**
 4. Every chapter should create a team! Join your chapter's team or create a team for your chapter. Only one team should be created per chapter.*
 5. Lastly, set yourself apart with a name and photo and click Save. Your name should be your 'Chapter Name – State.'*

**Chapters that don't follow these instructions will not be eligible for awards.*



SERVICE SUNDAY

FEBRUARY 8, 2026

Description

Put the FBLA mission into action by supporting our National Service Partner, the Alzheimer's Association! Plan and carry out a fundraiser or awareness activity that contributes to this important cause and showcases your chapter's spirit of service.

Any fundraising or service activity conducted since August 1 counts toward this national effort. The total amount raised by all chapters will be announced during the National Presidents' Forum on February 11.

All chapters that participate and post on social media on February 8 using the hashtag #FBLAWeek2026 will earn the Helping Hands Digital Medallion—a special recognition celebrating your chapter's commitment to community impact. The top local chapter in each division will receive national recognition for their outstanding service!

Together, we can make a meaningful difference for families affected by Alzheimer's.

Middle School, High School, & Collegiate Task

Chapters are encouraged to highlight any Alzheimer's Association fundraising or service project they've completed since August 1.

Share your story, photos, and impact on Instagram on February 8 using the hashtag #FBLAWeek2026, and tag [@fbla_national](#). Show your pride in supporting an important cause while representing FBLA's mission of service, education, and progress!

Click [HERE](#) and click on **Start a Team** to Register Your Chapter Team.

Checklist

Before the Event

- ☐ Register your chapter team [HERE](#) to ensure your project is counted toward FBLA's national total—even if you're completing a service project instead of a traditional fundraiser.
- ☐ Review and follow your school, district, or campus policies for fundraising and community service activities.
- ☐ Use the Member Contribution Tracking Form [HERE](#) or download the ALZ Fundraising App (available for iOS and Android) to record donations.

- ❑ Educate your members about the Alzheimer’s Association’s mission and impact—host a short presentation or share facts to help them understand the importance of their contributions.
- ❑ Choose your fundraising method: bake sale, spirit week, charity walk, penny drive, awareness table, or social media campaign.
- ❑ Create promotional materials—flyers, announcements, and social posts—to raise awareness and encourage participation.

During the Event

- ❑ Take photos and short videos of members in action to include in your social media posts and future chapter presentations.
- ❑ Encourage members to wear FBLA or purple-themed apparel (the color of Alzheimer’s awareness).
- ❑ Share updates throughout the day using #FBLAWeek2026 and tag [@fbla_national](#).
- ❑ Keep a running total of donations and thank participants for their support publicly.

After the Event

- ❑ Post your final fundraiser results and photos on Instagram by February 8 using the hashtag #FBLAWeek2026.
- ❑ Submit your totals to the FBLA National Service Tracker to ensure your chapter’s efforts are included in the national total.
- ❑ Have students reflect in their journals or at a chapter meeting:
Why is service important to leadership?
How can business leaders use their skills to strengthen their communities?
- ❑ Send a thank-you message or card to everyone who contributed—sponsors, donors, and volunteers.
- ❑ Celebrate your chapter’s impact and present members with the Helping Hands Digital Medallion for display on social media and in chapter materials.



MAKE YOUR MARK MONDAY

FEBRUARY 9, 2026

Description

Celebrate the power of FBLA and showcase everything you've gained from being part of this incredible organization! From leadership skills to lifelong friendships, every member has a story worth sharing.

Middle School, High School, & Collegiate Task

FBLA members from Middle School, High School, and Collegiate divisions are invited to complete a short form [HERE](#) and submit a 30-second video testimonial sharing how FBLA has shaped their leadership journey, career goals, and personal growth.

All participants will receive a "Voices of Leadership" Digital Medallion, and selected testimonials will be featured during the President's Forum and across National FBLA social media channels.

Let your story inspire others to discover the value of FBLA membership and leadership!

Checklist

All Divisions

- ☐ Ensure members submit their video entries by February 1 using the official form.
- ☐ Share examples of strong testimonials—clear, positive, and authentic stories that highlight personal growth, community impact, or leadership experiences.
- ☐ Host a "Testimonial Recording Party" where members can record their 30-second videos together using a fun backdrop, FBLA signage, or school spirit props.
- ☐ Create a "Wall of Leadership" in your classroom, hallway, or online platform featuring quotes from members about what FBLA means to them.
- ☐ Post testimonials, photos, or clips on your chapter's social media and tag [@fbla_national](#) with #VoicesofLeadership and #FBLAWeek2026.
- ☐ Encourage members to watch the President's Forum to see featured testimonials and celebrate your peers.
- ☐ Recognize all participants during a chapter meeting or awards event for contributing to the "Voices of Leadership" campaign.

Middle School Chapters

- ☐ Have members design a "What FBLA Means to Me" collage or poster featuring words and images that describe their experience.

- ❑ Create a leadership word cloud using terms members associate with FBLA (e.g., teamwork, confidence, success).
- ❑ Film short “interview-style” clips where members answer fun prompts like “My favorite FBLA memory is...” or “FBLA has helped me become....”
- ❑ End the week with a “Future Leaders Celebration Day” where members dress for success and share one leadership skill they’ve learned.

High School Chapters

- ❑ Encourage members to update their resumes to include FBLA accomplishments and leadership roles.
- ❑ Sponsor a Member Appreciation Day—thank members for their commitment with FBLA-branded items, treats, or handwritten notes.
- ❑ Host an Open House Night for members, parents, and administrators featuring the Emblem Ceremony and a slide presentation showcasing chapter achievements. Present each member with an FBLA pin or certificate.
- ❑ Invite an alumni guest speaker or business professional to share how FBLA experiences shaped their career path and personal brand.

Collegiate Chapters

- ❑ Organize a Professional Branding Workshop on LinkedIn optimization, resume refinement, or networking strategies.
- ❑ Create and distribute personalized business cards for chapter members.
- ❑ Set up an FBLA Information Booth in a common campus area staffed by members—offer flyers, candy, or small giveaways to attract new recruits.
- ❑ Host a “Voices of Leadership Mixer” where students, alumni, and advisors share stories of how FBLA influenced their leadership and career success.
- ❑ Encourage members to follow and engage with FBLA National on all social media channels for updates, networking, and inspiration.



TRAILBLAZER TUESDAY

FEBRUARY 10, 2026

Description

Stay tuned to FBLA's social media channels throughout the week as we highlight the achievements of some of our most notable alumni—leaders who began their journeys right where you are! Then, get ready to put your knowledge to the test during an exciting FBLA Division Trivia Game Night. Join your peers for an evening of fun, networking, and friendly competition as you compete to become your division's Trivia Champion.

Middle School, High School, & Collegiate Task

Connect with the FBLA Middle School Student Leadership Council and your National Officers for an interactive Trivia Game Night. Each division—Middle School, High School, and Collegiate—will host its own exclusive event. Challenge yourself with questions about FBLA, leadership, business, and current events, and celebrate your division's pride and knowledge!

Trivia Game Night Details

- Middle School – 6:00 PM ET. Register [HERE](#).
- High School – 7:15 PM ET. Register [HERE](#).
- Collegiate – 8:30 PM ET. Register [HERE](#).

Checklist

For All Divisions

- ☐ Share details about the Trivia Game Night on your chapter's communication channels (email, social media, announcements).
- ☐ Register your members early and encourage them to form small study teams.
- ☐ Post about your participation using #FBLAWeek2026.
- ☐ Take screenshots or photos during your division's game night to share on your chapter's social media.
- ☐ Celebrate and recognize your chapter's top trivia scorers!

Middle School Chapters

- ☐ Encourage everyone in your school to dress for their future career to show school spirit.
- ☐ Have members create a digital or poster "Career Vision Board" showing what they want to be and the steps to get there.

- ❑ Share photos of members' outfits and boards online using your chapter's social media accounts.

High School Chapters

- ❑ Ask members to research a career that interests them and share one key skill or qualification needed for success.
- ❑ Use the myOptions Encourage platform to explore career fields, colleges, and scholarships.
- ❑ Have students identify and present a successful professional in their chosen career—how did that person achieve success?
- ❑ Lead a reflection discussion: "What can I do now to prepare for my future career?"
- ❑ Create a Career Spotlight board or digital showcase featuring members' research.

Collegiate Chapters

- ❑ Invite an alumni or local professional to speak during an in-person or virtual meeting about career readiness or networking.
- ❑ Encourage members to share tips for transitioning from college to career during a roundtable session.
- ❑ Organize a LinkedIn Profile Workshop or resume review session.
- ❑ Post about your professional development event using #FBLAWeek2026 and tag FBLA National.



WHY WEDNESDAY

FEBRUARY 11, 2026

Description

Celebrate your FBLA journey and get ready for an exciting year ahead! Join the National Presidents' Forum to review the upcoming program year, including the National Leadership Conferences (NLCs)—Collegiate in Las Vegas, Nevada, and Middle School and High School in San Antonio, Texas.

Watch alumni interviews, discover programs led by National Officers, and explore ways to enhance your involvement in FBLA. Members are encouraged to share why they are involved in FBLA on social media using #FBLAWeek2026 to inspire others and celebrate their growth.

Middle School, High School, & Collegiate Task

Members can sign up for the National Presidents' Forum at 7:00 PM ET to gain insight into chapter leadership opportunities and get a sneak peek at the 2026 NLCs. All members are encouraged to:

- Dress in business attire for a professional look.
- Take a group photo and post it to social media using #DressForSuccess.
- Reflect on their FBLA journey and share their "why" on social media.

Checklist

Before the Forum

- ☐ Ensure students know how to log onto the National Presidents' Forum at 7:00 PM ET.
- ☐ Consider hosting a watch party at your school with snacks, decorations, and fun prizes.
- ☐ Promote #DressForSuccess—encourage members to wear business attire and take photos for social media.
- ☐ Prepare materials for a "Why I Love FBLA" poster contest. Create a large heart-shaped poster or display in your classroom where students can write what FBLA means to them.
- ☐ Share FBLA Shop merchandise with students and consider ordering items for giveaways or raffle prizes during the forum.

During the Forum

- ☐ Have students watch the National Presidents' Forum together as a group to maximize engagement and discussion.
- ☐ Encourage students to record short "Why I Love FBLA" videos for Instagram. Remind them to

provide specific examples of how FBLA has helped them develop leadership skills, workforce readiness, or overcome challenges. Tag posts with #FBLAWeek2026.

- ❑ Take group photos or selfies in business attire for social media posts.
- ❑ Discuss upcoming opportunities and events, including the 2026 Middle School & High School NLCs and Collegiate NLC. Play a promotional video for the conferences if available.

After the Forum

- ❑ Encourage students to reflect on their FBLA journey and write a short note or journal entry about how they've grown through participation.
- ❑ Post forum highlights and student reflections on social media using #FBLAWeek2026.
- ❑ Host a follow-up interest meeting to recruit new members and share stories about personal and professional growth through FBLA.
- ❑ Celebrate members who actively participated by recognizing them in a chapter newsletter, website, or social post.
- ❑ Display FBLA merchandise in classrooms or offices to promote visibility and excitement for the year ahead.



THANKFUL THURSDAY

FEBRUARY 12, 2026

Description

FBLA Adviser & State Leader Appreciation

Hashtag: #WeLoveOurFBLAAdvisers

Our advisers and state leaders are the heart of FBLA! They dedicate time, energy, and passion to developing future leaders. This day is all about showing appreciation for their guidance and commitment. Members are encouraged to share their gratitude through messages, photos, videos, and creative shoutouts.

Middle School, High School, & Collegiate Task

Members will thank advisers and state leaders for their commitment to the organization by posting stories, photos, and/or videos to their Instagram accounts. They will also be encouraged to submit a thank you graphic with a photo with their chapter adviser/state leader on this form by February 1. Their responses may be featured on the national social media accounts.

- Thank your local chapter advisers and state leaders for their leadership and dedication.
- Share stories, photos, or videos on your Instagram accounts.
- Submit a thank-you graphic with a photo of your chapter adviser/state leader via this [form](#) by February 1. Responses may be featured on national FBLA social media accounts.

Celebration Ideas & Checklist

- ☐ **Write Personal Notes**
Members can write heartfelt thank-you notes to local chapter advisers and/or state leaders to express their appreciation.
- ☐ **Host an Appreciation Event**
Chapter officers can plan a breakfast, luncheon, or special event to celebrate your adviser. Consider decorations, small gifts, or personalized messages.
- ☐ **Dress-Up Fun**
Encourage students to dress up as the FBLA advisers or state leaders they admire. Take photos to share on social media or in your chapter newsletter.
- ☐ **Social Media Shoutouts**
Have students post messages of thanks, photos, or short videos to Instagram and other social media platforms. Tag your chapter adviser, school, and state FBLA accounts.
- ☐ **Involve School Leadership**

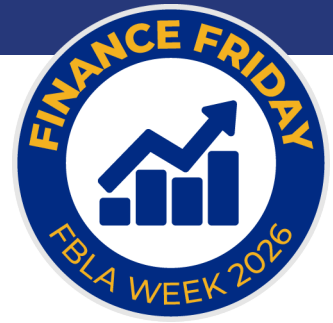
Notify your director of student activities, department chair, or principal about your appreciation posts—they may highlight them on the school's official channels.

☐ **Enjoy the Moment**

Relish the recognition! Your hard work all year shapes students' lives. These celebrations are proof that your guidance is appreciated and impactful.

☐ **Optional Creative Ideas:**

- Create a group collage or video montage from your chapter showing appreciation.
- Write a short poem, song, or skit dedicated to your advisers.
- Organize a "Thank You Wall" in your school with messages from members.



FINANCE FRIDAY

FEBRUARY 13, 2026

Description

FBLA Week is the perfect time to showcase your chapter's achievements and strengthen members' skills. Chapters can share their fundraising success stories, while members in each division can participate in engaging activities that build leadership and financial knowledge.

Middle School Task

Encourage your members to complete the LEAD Aspire – FutureSmart Award (in partnership with Everfi). This program helps students build essential financial literacy skills for the future.

High School, & Collegiate Task

Participate in the Financial Literacy Contest! Test your knowledge of budgeting, saving, and financial planning, and see if you have what it takes to be the FBLA Week Financial Literacy Champion in your division. Watch for more details soon!

All Divisions

Chapters are encouraged to submit their most creative and successful fundraising projects. Selected submissions may be featured on FBLA national social media accounts to inspire other chapters. Complete the form [HERE](#) by February 1.

Checklist

Fundraising Preparation & Planning

- ☐ Encourage students to brainstorm and create a list of local businesses that could be contacted for potential sponsorships. Sponsorships can help fund chapter activities and allow members to attend State and National Leadership Conferences.
- ☐ Identify chapter members who can lead fundraising initiatives and delegate responsibilities for success.
- ☐ Set clear goals for your fundraising project, including target amounts and timelines.

Sharing & Engagement

- ☐ Document your fundraising efforts with photos, videos, or creative graphics to submit for social media recognition.

- ❑ Encourage members to share their progress and success stories on chapter or personal social media accounts using hashtags provided by FBLA Week.

Celebration & Reflection

- ❑ Celebrate successful fundraisers and contest participants within your chapter.
- ❑ Recognize members who made significant contributions to the projects.
- ❑ Reflect on lessons learned and consider improvements for next year's fundraising and financial literacy initiatives.



SPIRIT SATURDAY

FEBRUARY 14, 2026

Description

End FBLA Week by celebrating your chapter's incredible accomplishments! Share your pride, recognize your members' hard work, and spread the spirit of FBLA across social media. Tag [@fbla_national](https://www.instagram.com/fbla_national) on Instagram and use the hashtag #FBLAWeek2026 to join the nationwide celebration.

Middle School & High School Task

The High School Regional Vice Presidents will be spotlighting outstanding chapter success stories throughout FBLA Week. Stay tuned—your chapter could be featured on the National FBLA Instagram page!

Collegiate Task

The Collegiate National Officer Team will highlight the achievements and service projects of collegiate chapters across the country. Share your best photos and stories to inspire others!

Celebration Checklist

- ☐ **Follow & Engage**
Have your students follow FBLA's national social media accounts to see chapter success stories from across the country. Encourage members to like, comment, and share posts to spread FBLA spirit.
- ☐ **Reflect & Plan Ahead**
Ask students to share one new idea or goal your chapter could complete during the remainder of the 2025–26 program year. Use these ideas to plan your next meeting or project.
- ☐ **Showcase Chapter Pride**
Have your students create a short presentation, slideshow, or video highlighting your chapter's accomplishments this year—such as community service projects, competitions, or leadership milestones—and share it during a chapter meeting or on social media.
- ☐ **Celebrate Your Members**
Take time to recognize members, advisers, and officers who made this year's success possible. Consider presenting certificates, awards, or personalized shoutouts.
- ☐ **Capture & Share the Fun**
Don't forget to post your celebrations! Use #FBLAWeek2026 and tag [@fbla_national](https://www.instagram.com/fbla_national) to help showcase your chapter's achievements to the entire FBLA network.



Making sure your school, community, and the local media know about FBLA Week is a great way to share with others the important work your FBLA chapter is doing, to nurture community connections, to promote the need for career and technical education in schools, and to build awareness of FBLA's mission nationwide.

CHECKLIST: Your School

- ☐ Put up flyers and/or posters announcing FBLA Week around your building or campus.
- ☐ Submit a segment to your school's morning news program or request that FBLA Week be included in your school's morning announcements.
- ☐ Encourage the school newspaper or newsmagazine to write an article about your FBLA chapter, using FBLA Week as a news hook. Talk with them about the history of your chapter, your current leaders, and activities, and refer them to fbla.org.
- ☐ Submit an item to your school's faculty announcements with details about how long your FBLA chapter has been active at your school, how many members you have, and some of your recent accomplishments.
- ☐ Post FBLA Week activities and photos on social media. Ask your colleagues, department chair, and/or principal to post information on school social media accounts and the school website.
- ☐ Let your department chair, principal, and local school district know about activities you have planned for FBLA Week. Many school districts have newsletters to share activities going on within their schools, so this is a great opportunity to bring awareness to what your chapter is doing.
- ☐ Invite your department chair, dean, principal, and/or superintendent to join your chapter for an FBLA Week activity. Even if they can't make it, they will learn more about the great things you and your students are doing in the classroom and community.

CHECKLIST: Your Community

- ☐ Announce FBLA Week on community blogs and share information about FBLA Week activities with community leaders and organizations such as your local chamber of commerce.
- ☐ Hold an Open House for members of your community to learn more about FBLA.
- ☐ Ask members of your community to hold an event for your students to learn more about career opportunities at their company or in their field.
- ☐ Ask members of your community to partner with your chapter on fundraising and community service projects. This could include matching fundraising donations, providing supplies (such as flyers or donation boxes) to help fundraising efforts, promoting your fundraising effort in the community, hosting an off-campus drop-off site for donations, and/or hosting an off-site community service project.

- ❑ Reach out to your elected representatives (e.g., city council member, state legislators, governor) and your members of Congress to let them know about FBLA Week and the activities your students will be engaging in. Write or call them, identifying yourself as a constituent and an FBLA adviser. Invite them or a member of their staff to speak at or attend your event.
- ❑ Reach out to members of the Congressional Career & Technical Education Caucus and let them know how your chapter will be celebrating FBLA Week. Highlight your specific activities and recent accomplishments.
- ❑ Ask your local and state government leaders to issue an official proclamation for FBLA Week. Give them the dates and an explanation of FBLA Week when making your request. View a sample proclamation [HERE](#).

CHECKLIST: The Media

- ❑ Personalize this press release template to send to local news organizations about FBLA Week. Tailor it to your chapter's activities. Send it to local media about one to two weeks before the event by email and follow up emails with phone calls and social media tags. When reaching out to the media, you may want to contact reporters who cover education, business, community events, or have an FBLA connection if known.
- ❑ Ask your chapter president to write an op-ed for your local newspaper about the positive impact FBLA has had on their middle school, high school, or college experience. Op-ed lengths will vary but are generally 750-800 words.
- ❑ Work with your school district. They may have certain rules about media outreach; they are also likely to have someone on staff who may be able to help you craft your message and reach out to media contacts.
- ❑ Be sure to share any coverage you receive with FBLA on social media. We can't wait to see it! Our social media accounts are:
 - X (formerly Twitter): [@FBLA_National](#)
 - Instagram: [@fbla_national](#)
 - Facebook: [/FutureBusinessLeaders](#)
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