



Recruit: How to Recruit in Your Chapter The First Step of Membership

What is recruitment?: the act of finding new people to join an organization or support a cause

Why recruit?: Recruiting new members to FCCLA is investing our time into the future leaders of our organization. Why wouldn't we want more people to better their leadership skills while meeting new friends and traveling around the country?

Ways to Recruit:

- Have a membership breakfast: inviting students in your school to come and hear what FCCLA is all about while eating delicious breakfast food is a great way to get new members.
- Plan a lock-in in your school: a lock-in is a great way to get people to ease into the organization and it is also a great way to bond with other members.
- Set up a career fair for middle schoolers: a career fair lets the younger students learn more about FCCLA before they actually get into high school. This gets them thinking about which organizations they would like to join.
- Wear chapter t-shirts at membership events: by wearing chapter shirts or the same uniform, it shows potential members that you are serious about the organization and that you are unified as a team.
- Create a chapter website: a chapter website is a way for members and potential members to get information about what is going on in your chapter and are more likely to get involved.
- Bring a Buddy!: ask members to bring a friend to an FCCLA meeting and have a reward for those who do and have a higher reward if their friend becomes a member.
- Send a letter to parents of FACS students: sending a letter home to FACS students is an easy way to remind them about the benefits of joining FCCLA