

This is a small guide/set of notes for the Parent Network Presentation that chapters can use to effectively market FBLA to parents and introduce the CAFBLA Parent Network.

### **Slide 1: FBLA Parent Meeting**

Title Slide. Introduce your chapter and officers.

### **Slide 2: What is FBLA?**

Introduce FBLA and the main goals and principles behind your chapter. You can add elements here, but some main topics you should cover are:

- 1) FBLA helps with career preparation in business related fields such as entrepreneurship, global business, business technology, etc.
- 2) FBLA provides opportunities for members to develop leadership skills while networking and connecting with like-minded individuals.
- 3) FBLA members can compete in business competitions that encompass a wide variety of business topics ranging from marketing and entrepreneurship to business math and network design.

### **Slide 3: Member Opportunities**

This slide is where you can talk about the different member opportunities that members have. These opportunities include: competitions, projects, scholarships, community service, awards, internships, and networking and leadership opportunities.

### **Slide 4: How can YOU get involved?**

Transition Slide. You could preface the next two slides by initially speaking about how parents are normally detached from the experiences that a FBLA member has despite their interest in what their child is doing. However, FBLA *does* offer parents the opportunity to actively participate in FBLA in the following ways...

### **Slide 5: Professional Members**

Use this slide to appeal to the parents that are industry professionals. As an industry professional, one can join FBLA as a professional member. As a professional member, one can: provide internships and job shadowing opportunities to prospective high school students, present workshops and judge at FBLA conferences, help with guidance in business competitions, and help with fundraising for a local chapter. Furthermore, FBLA would provide an industry professional to reach out to a broad base of eager students whom they could help become future business leaders.

### **Slide 6: Parents**

Use this slide to communicate with parents who may not be industry professionals. Even though they may not be able to become professional members, parents can still get involved with FBLA through helping out with fundraising for local chapters, judging at conferences, finding tours and activities for local chapters, and through joining the California FBLA Parent Network.

### **Slide 7: The CAFBLA Parent Network**

Use this slide to preface the the introduction of the CAFBLA Parent Network

**Slide 8: What is the CAFBLA Parent Network?**

This slide is meant to introduce and explain in detail what the CAFBLA Parent Network is. You can present the information in whatever way you feel it is effective, but important points to go over are:

The California FBLA Parent Network is a statewide effort to provide assistance to the members of California FBLA through the aid of parents of members in local chapters. The network aims to integrate parents into California FBLA through judging, presenting workshops at local conferences, fundraising and financial aid, and providing support and opportunities to local chapters. Furthermore, parents in local chapters would be connected to parents in other chapters across the section and state in order to increase the dissemination of information and ideas through “Parent Committees” in each section.

This network would benefit both parents and chapters as local chapters would have access to increased funding, opportunities, and information while parents would have the ability to become more involved in FBLA and thus more involved in their child’s development as a future business leader.

**Slide 9-14: The Network**

Use these slides to demonstrate how the network will grow. While the Parent Network must start at each chapter (with the very parents that you will be presenting to), as more and more chapters become involved within the network and connect to each other, it will grow and become stronger. Eventually, new chapters can be started and with a stronger network, more opportunities can be provided to FBLA members and parents.

**Slide 15: Thank you**