



2018-2019

F B L A

**PUBLIC RELATIONS
PROJECT**

FBLA SPEAKS UP

ABOUT

FBLA Speaks up is to encourage FBLA members to increase chapter voice and make a bigger impact on campus and around the community

COMPLETION

Completing this project requires one to achieve a minimum of 75 points. Your name and chapter must appear on all pages of the project to receive credit.

SUBMISSION

Advisers will submit this project via
EMAIL to
inlandpublicrelations@cafbla.org
by **January 29, 2019**.

One PDF file per member (including the project file, attachments and photos). Each photo must be clearly labeled with the activity number. Your adviser must turn in each PDF file and attach a typed list of every members' name who participated in the project. No student submissions will be accepted.

CONTACT

Questions?
Email:

Arti Patel, Leadership Associate, at
apatel@cafbla.org

FBLA SPEAKS UP

NAME:			CHAPTER:		
#	ACTIVITY	REQUIREMENTS	POINTS	DATE	INITIAL OF ADULT WITNESS
1	Create chapter t-shirts	Attach design and invoice	15		
2	Paint and post a poster advertising FBLA	Attach a picture of you creating your poster and a picture of your poster up on your school campus	5 per poster (up to 2)		
3	Create, print, and post at least 20 flyers advertising FBLA	Attach a picture of your flyer design, and a picture of your flyer up on your school campus	5 per flyer design (up to 2)		
4	Instagram/ Facebook/ Tweet a photo regarding FBLA	Attach screenshot of your post You must hashtag #FBLA or something FBLA related	5 per post (up to 4)		
5	Write a spotlight/feature on a member or event.	It must be at least 250 words and include in the back of the file	20		
6	Share a post from the Inland Section FBLA Facebook page.	Attach screenshot of your post	5 per post (up to 3)		

Subtotal number of points (from page 1 only): _____

FBLA SPEAKS UP

NAME:

CHAPTER:

#	ACTIVITY	REQUIREMENTS	POINTS	DATE	INITIAL OF ADULT WITNESS
7	Attend a chapter hosted fundraiser at a local business (fast food joint, ice cream, etc.)	Attach a picture Location: _____ Amount raised: \$ _____	5 per fundraiser (up to 2)		
8	Attend a fundraiser hosted by another chapter at a local business (fast food joint, ice cream, etc.)	Attach a picture Location: _____	5 per fundraiser (up to 2)		
9	Attend a chapter hosted social	Attach a picture Location: _____	5 per social (up to 2)		
10	Attend another chapter's social	Attach a picture Chapter: _____ Location: _____	5 per chapter (up to 2)		
11	Present to a local middle level chapter about FBLA	Attach a picture of you presenting to the middle students. Chapter: _____	15 (up to 2 different visits)		
12	Invite a business professional to speak at a chapter meeting or event.	Attach a picture Business professional: _____ Business/company represented: _____	15 (up to 2)		

Subtotal number of points (from page 2 only): _____

FBLA SPEAKS UP

NAME:			CHAPTER:		
#	ACTIVITY	REQUIREMENTS	POINTS	DATE	INITIAL OF ADULT WITNESS
13	Create a FBLA accessory (pin, wristband, etc.)	Attach design and invoice	15		
14	Create an FBLA promotional video or slideshow for your chapter	Post video (minimum of 30 seconds) and include URL below	15		
List video URL:					
15	Promote FBLA at a club fair	Attach a picture	5		
16	Cooperate with another club to create an event	Attach a picture and description of the event.	15		

Subtotal number of points (from page 3 only): _____

All members completing the project will receive recognition. The member completing the project with the most amount of points will receive special recognition at the Inland Section Leadership Conference