

# 2021-2022 – PUBLIC RELATIONS PROJECT

# FBLA SPEAKS UP



## **Aims to encourage FBLA members:**

To increase their involvement in FBLA by finding ways to promote the benefits of FBLA on campus and around the community

## **COMPLETION**

- Requires a minimum of **75** points
- All activities must be completed from this FBLA calendar year
- You must only use the project template PDF provided to complete your project
- Your name & chapter must appear on all project pages (no credit otherwise)
- 1 PDF file per member (including project file and photos)
- Check with your adviser to see if they have an earlier “due to them” date

## **SUBMISSION**

No student submissions accepted.

### **Advisers, submit:**

- On or before January 21, 2022
- Via official school EMAIL to [inlandpublicrelations@cafbla.org](mailto:inlandpublicrelations@cafbla.org) (Email also posted – [cafbla.org](http://cafbla.org), Inland Section page)
- Combine **ALL** student entries into one PDF, with a typed cover page listing all participating members
- Do NOT send links to shared folders
- Do NOT send from generic chapter emails

## **QUESTIONS?**

Annie Pan, Inland Section VP of Programs at [apan@cafbla.org](mailto:apan@cafbla.org)

# FBLA SPEAKS UP

## Project Guide

1. Open the Speaks Up activity document from the CA FBLA website (Inland tab)
2. Go to [tinyurl.com/speaksuptemp](http://tinyurl.com/speaksuptemp) to make a copy of the project template
3. Upload **ALL** responses and pictures into appropriate grids on the activity log (Add/delete rows as necessary)
4. Attach a scanned copy of your signed activity document to the template
5. Complete activities and achieve a minimum of 75 points
6. Submit to your adviser!

# FBLA SPEAKS UP

NAME:			CHAPTER:		
#	ACTIVITY	REQUIREMENTS (activities highlighted in blue are <u>REQUIRED</u> activities)	POINTS	DATE	INITIAL OF ADVISER!
1.	Read the <b>latest issues</b> of the <b>Inland Insider</b> & <b>Californian</b>	Write a <u>150 word</u> (minimum) summary for <b>BOTH</b> of the newsletters (2 summaries required) (one for each)	_____/15		Adviser Signature
2.	Advertise the <b>latest issues</b> of the <b>Inland Insider</b> & the <b>Californian</b> on a social media platform and tag Inland Section on the post	Attach a picture of the post or advertisement you created.	_____/10		Adviser Signature
3.	Create an FBLA chapter T-shirt design or accessory (pin, wristband, etc.).	Attach design and invoice of the sent to the chapter when it was purchased.	_____/15		Adviser Signature
4.	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 <u>5 per flyer design, Max 2, 10 pts</u>	_____/5 _____/5		Adviser Signature
5.	Instagram/Tweet a photo regarding FBLA	Attach screenshot of your post  Must hashtag #FBLA or something FBLA related. Tag Inland FBLA on the post. <u>5 per post, Max 2, 10 pts</u>	_____/5 _____/5		Adviser Signature
6.	Write a spotlight/feature on a member or event has impacted your FBLA journey.	Must be at least 250 words long and attach to this document	_____/20		Adviser Signature
7.	Share the latest issue of the Inland Insider with 5 friends (@inland_fbla)	Attach 5 screenshots for each friend you share to <u>2 pts per friend, Max 5, 10 pts</u>	_____/5 _____/5		Adviser Signature
<b>Point Total, page 1: _____</b>					

# FBLA SPEAKS UP

<b>NAME:</b>			<b>CHAPTER:</b>		
<b>#</b>	<b>ACTIVITY</b>	<b>REQUIREMENTS</b>	<b>POINTS</b>	<b>DATE</b>	<b>INITIAL OF ADULT WITNESS</b>
<b>8.</b>	Attend an event hosted by one of the National Councils (Region Councils, NPEC, NSEC, NTC or Parli)	Attach a picture of you at the event (make sure you are identifiable)  Event Name: _____  5 per event, Max 2, 10 pts	_____/5  _____/5		<b>Adviser Signature</b>
<b>9.</b>	Attend a chapter hosted social	Attach a picture: Date: _____  5 per online social, Max 2, 10 pts	_____/5  _____/5		<b>Adviser Signature</b>
<b>10.</b>	Present our FBLA program to a local middle school or Junior H.S.	Attach a picture of you presenting to the middle students.  School: _____	_____/10		<b>Adviser Signature</b>
<b>11.</b>	Personally invite a business professional who speaks at a chapter meeting or event.	Attach a picture of the invitation email you sent and a picture of them at a chapter meeting/event:  Business Professional Name: _____  Business/company represented: _____	_____/10		<b>Adviser Signature</b>
<b>12.</b>	Arrange a chapter community service event	Attach a picture of you & your chapter (make sure you are identifiable). Write a 150-word (minimum) summary about your experiences and the impacts made on your community.	_____/25		<b>Adviser Signature</b>

**Point Total, page 2:** \_\_\_\_\_

# FBLA SPEAKS UP

NAME:			CHAPTER:		
#	ACTIVITY	REQUIREMENTS	POINTS	DATE	INITIAL OF ADULT WITNESS
<b>13.</b>	Create an FBLA promotional video or slideshow for your chapter	Post video online, list the URL:  _____	_____/15		Adviser Signature
<b>14.</b>	Promote FBLA at a Club Fair/Club Rush	Attach a picture with YOU in it	_____/5		Adviser Signature
<b>15.</b>	Collaborate with another club on campus to create a campus event	Attach a 100-word description and picture of the event  Date of the event:	_____/20		Adviser Signature
<b>16.</b>	Create a chapter highlight video and share it at a chapter meeting	Post video online and list the URL:  _____  (minimum of 2 minutes long)	_____/20		Adviser Signature
<b>Point Total, page 1:</b> _____					
<b>Point Total, page 2:</b> _____					
<b>Point Total, page 3:</b> _____					
<b>Total Points:</b> _____					