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LETTER FROM NEC

The National Executive Council is hosting Membership Madness throughout the months of August and September.

Membership Madness is a membership campaign seeking to assist affiliated chapters with recruitment efforts.

Use this toolkit, developed by FCCLA’s National Executive Council, for guidance on how to recruit additional members to your chapter.

To assist with your recruitment efforts, FCCLA will be rewarding ten $100 American Express gift cards. Chapters that apply for the Membership Madness toolkit by September 25, 2020 will be entered into a drawing to win one of these gift cards.

Help us bring awareness to FCCLA’s Membership Madness by using #MembershipMadness and tagging @NationalFCCLA on social media. If you have any questions, please do not hesitate to contact us at membership@fcclainc.org.
It’s time to kickoff Membership Madness! My chapter has a goal of recruiting <<insert goal number>> new members. Help us reach our goal and join FCCLA today! #MembershipMadness

This year, I’m most looking forward to <<insert chapter activity>> with my chapter because <<insert reason>>. Join FCCLA today so you can attend this activity with me! #MembershipMadness

FCCLA works with partners to provide members with over $1.3 million in scholarship opportunities. What are you waiting for? Join FCCLA today! #MembershipMadness

Build lifelong friendships and go Beyond Measure this school year. Join FCCLA today! #MembershipMadness

FCCLA helps you prepare for success with real world skills. Join FCCLA and become prepared for your future! #MembershipMadness

Become an advocate for change! Join FCCLA and lead Beyond Measure by advocating for what you’re passionate about! FCCLA will teach you how to advocate for your passions through its Stand Up National Program! #MembershipMadness

Have you ever wanted to network with friends from across the nation? With FCCLA, you can network with thousands of peers from all over the country! Join today to unite with other youth leaders! #MembershipMadness

FCCLA has allowed me to explore and understand various Career Pathways that interest me. Join the Ultimate Leadership Experience today! #MembershipMadness

FCCLA has shown me how to give back to my community through its Community Service National Program. FCCLA is a great way to get involved and meet new people in your community! Join today! #MembershipMadness

I am interested in pursuing a future career in the <<insert career pathway>> industry as a <<insert job interest>>. Join FCCLA and start your journey on a Career Pathway today! #MembershipMadness

Instructions: Post a fun picture of your chapter on various social media platforms with a caption below. Use the following social media posts as a recruitment tool.
LEADERSHIP, LATTES, & FCCLA LINGO

Use this lesson plan to integrate and introduce FCCLA into your classroom. Inform your students about FCCLA and the Ultimate Leadership Experience throughout the entire lesson plan. Educate your students on FCCLA to help pique the student’s interest and begin the recruitment process.

Essential Questions:
1. How do people become leaders?
2. What individual characteristics define effective leaders?
3. What leadership roles are made available through FCCLA?

Activity 1:
Name: Human Rubik’s Cube
Timeframe: 10-15 minutes
Materials Needed: Copy paper, tape, index cards, markers

Preparing the following ahead of time (for a group of 20 students):
1. On 21 sheets of copy paper, write a number 1-21.
2. Place the copy paper in a rectangle grid formation in a large space.
3. Place a piece of tape to secure paper to the floor.
4. Cut index cards into small strips and number them 1-20; mix up in a bowl or bag.

Instructions:
1. Have each student stand on a numbered sheet of paper. There should be one numbered paper without a student standing on top of it.
2. Have each student draw a number out of your prepared bowl.
3. Have students develop a plan to get each student to the number that they are holding in their hands so it matches the number on the floor.

Rules:
1. Only one student can stand on a sheet of paper at a time.
2. Students can’t switch the numbers in their hands.
3. Students need to move with the “empty” paper in mind.
4. Group Strategy (you may or may not share): Get the person holding number 1 to his/her space first and proceed in numerical order.

Reflective Questions/ Discussions:
1. What actions worked in favor of achieving the team’s goal?
2. What actions prevented the team from achieving its goal, or reduced the team’s effectiveness?
3. How was leadership achieved? Explain how we are all a part of the puzzle and use our leadership skills to help us accomplish daily tasks. Discuss how one person’s leadership skills affected everyone and lead to further successes. For example, student 1 suggested one idea which sparked student 2 and student 3 to have a different idea which ultimately led the entire class to success.
4. How can you improve your leadership skills? Use this discussion as a springboard for informing your students about FCCLA and the Ultimate Leadership Experience.
LEADERSHIP LATTES

Instructions:
1. Ask students to individually identify a person they regard as a great leader. This could be someone they know, or someone they have heard of or read about. Have students write down the qualities, characteristics, skills, and abilities they believe have made this person an effective leader on the blank piece of paper.

2. Ask for students to take turns writing qualities, characteristics, skills, and abilities of an effective leader on the white board or chart paper.

3. Once the list is complete, discuss the leadership qualities as a group. Determine which are the top 5-10 qualities from the class list and have a student place a star next to these leadership qualities/skills.

4. Have students create their own leadership latte by taking the top 3-5 leadership qualities and/or skills he/she displays, customizing their coffee cup, filling in the cup like a coffee order. For example:
   - Double shot of good communication
   - 1 pump honesty
   - Topped with optimism
   - Sprinkle of creativity

5. Have students share their leadership latte with others while enjoying the coffee/latte bar.

Possible Qualities/Characteristics Skills/Abilities of a Leader:

- Assume responsibility
- Take initiative
- Achievement-oriented
- Adaptive to situations
- Alert to social environment
  - Assertive
  - Competent
  - Cooperative
- Courageous (risk taker)
- Decisive (good judgement)
- Dedicated (committed)
- Dependable
- Energetic
- Enthusiastic (high activity level)
- Honest (high integrity)
- Optimistic
- Persistent
- Self-confident
- Tolerant of stress or anxiety (resilient)
- Communicate well
- Listen openly to others
- Resolve conflict
- Broad-minded (seeks diversity)
- Clever (intelligent)
- Conceptually skilled (Sees big picture)
- Creative
- Diplomatic and tactful
- Fair-minded (just)
- Forward thinking (vision)
- Knowledgeable about team/group tasks
- Motivational (inspirational)
- Organized
- Persuasive (influential)
- Socially skilled
- Technically skilled
- Well-spoken (good speaker)
Optional Enrichment Activity:

Use the student’s leadership lattes to create a recruitment FCCLA bulletin board. Title your bulletin board ‘Join FCCLA and Learn a Latte.’

Optional Enrichment Activity:

Use the leadership lattes bulletin board as a place to advertise an interest meeting coffee social with the date, time, and location of the meeting.

The bulletin board will catch student’s attention and pique their interest in FCCLA.

Follow Up Discussion:

During Membership Madness, we recruit additional students to FCCLA. Explain how additional students in your chapter can help your students become better leaders. Describe how each unique leader brings certain leadership qualities and styles to the table and we must learn to adapt and communicate with each student member effectively to become better leaders.

Show the students that we will continue to learn from each other’s leadership abilities and in turn be able to grow our leadership abilities.

Virtual classroom idea

Share your screen over a video call and type the characteristics list your students provide. Have the students decorate their coffee cup, cut it out, and email you a picture of their cup. Use Piccollage or Canva to combine all the photos into one image.

Upload the photo to your school or chapter’s website and/or social media with text about FCCLA and the Ultimate Leadership Experience.
A LATTE LEADERSHIP WITH FCCLA®
COFFEE SHOP TALK:
FCCLA LINGO

Timeframe: 15-20 minutes

Materials Needed: Coffee Shop: FCCLA Lingo handout

Instructions:
1. Have students work in small groups (each group should have a mix of interested, new, and seasoned chapter members if possible).
2. Use the FCCLA website to learn about FCCLA and various leadership opportunities.

Follow up Discussion:
Use the ‘Join FCCLA’ flyer on page 14 to discuss the benefits of joining and how FCCLA will provide your students with real world skills. Use the ‘Career Exploration’ poster provided in the FCCLA portal to demonstrate the various Career Pathways and skills the students can learn through FCCLA.

Notes:
If your school has gone virtual, visit the FCCLA portal under “Resources” for a fillable PDF version of this worksheet.
COFFEE SHOP TALK: FCCLA LINGO

The answer key will be located in the “Resources” tab of the FCCLA portal.

1. What does the acronym FCCLA stand for?

2. FCCLA is a national organization for young men and women in _________________ education.

3. What is the FCCLA tagline?

4. How many purposes does FCCLA have?

5. FCCLA offers _____ peer-to-peer educational programs to help students develop real world skills for life within Family and Consumer Sciences (FCS) education. Each National Program is designed to be integrated into the FCS classroom to help reinforce lessons with opportunities for hands-on practice.

6. What is the official magazine of FCCLA?

7. What is the name of the FCCLA membership campaign?
8. Where is the National Leadership Conference being held in 2021?

9. During ________________ ________________, FCCLA members join Family and Consumer Sciences advocates to visit congressional leaders. Attendees use their voice and share their passion by uniting with youth leaders from across the nation to meet with congressional leaders and promote the need for Career and Technical Education (CTE) funding.

10. ________________ are Competitive Events in which members compete at the region/district, state, and national level and are recognized for proficiency and achievement in chapter and individual projects, leadership skills, and career preparation.

11. What are three reasons students should join FCCLA?

12. FCCLA is a _______ led organization with career preparation development as a primary focus.

13. How many National Executive Council members are there?

14. If you are interested in becoming a FCS educator, which STAR Event should you participate in?
Go For the Red Individual

Individuals who recruit three or more members can apply for the individual award. All participants that meet the qualifications and deadline will be entered into a drawing for one of the three prize options listed below. Five awardees will be picked at random from those that qualify. All awardees will be provided with an electronic certificate of achievement.

Prize options:
- AirPods
- $150 Amazon gift card
- JBL Flip 5 speaker

Go For the Red Chapter

Chapters that increase their members by 10, 15, or 20 members from the previous year can apply for the chapter award. All participants that meet the qualifications and deadline will be entered into a raffle for a chance to win one of three $200 cash prize and will receive a coupon to the FCCLA store. All chapter awardees will also be provided with an electronic certificate of achievement.

- Bronze- one entry into the raffle for cash prize
- Silver- two entries into the raffle for cash prize
- Gold- three entries into the raffle for cash prize

All members who attend NLC will receive a special Go For the Red ribbon.
While learning about personal strengths and weaknesses, students will develop personal goals. Students will gain and understanding of story development and how that impacts themselves and others.

**Grade Level:** Any  
**Timeframe:** 45-60 minutes  
**National FCS Standards:**  
1.2.6 & 1.3.1 Career and Community

### Activity 1:

**Name:** Virtually introduce FCCLA and 2020-2021 national theme  
**Timeframe:** 10 minutes  
**Directions:** Start with an introduction to FCCLA, FCS, and the 2020-2021 national theme: Beyond Measure

**Discuss with students:**  
- FCCLA introduction & membership - Try using the FCCLA PowerPoint provided in the “Resources” tab of the portal to explain FCCLA.  
- FCS class offerings  
- National theme and conference location - June 27 - July 1, 2021, Nashville, TN  
- Provide your students with the National FCCLA Website: fcclainc.org for further exploring and information

Share your teaching story - why and how you became a FCS teacher and FCCLA adviser and how it has shaped you.

### Activity 2:

**Name:** Be You  
**Timeframe:** 15-20 minutes  
**Directions:** Provide each student with a “Be Me” worksheet. Give them time to create their avatar and answer the questions on their worksheets. Suggested Avatar Maker sites:  
https://getavataaars.com/  
https://avatarmaker.com/

**Reflective Discussion**  
Have your students each share their avatars with the class and at least one of their answers. Use this discussion as a springboard for encouraging them to join the Ultimate Leadership Experience.
BEYOND MEASURE

BE ME WORKSHEET

Name: ______________________  Date: ______________________

1. **Be Me.** Create an avatar of how you see yourself. Download the image and place it in the box below. You may use an avatar maker of your choice, or here are some suggested avatar makers sites:
   https://getavataaars.com/
   https://avatarmaker.com/

2. **Go Beyond.** Express more about you by answering these questions:
   a. What is one goal you have for yourself this school year?
   b. Who is your biggest role model and why?
   c. How has your role model impacted you?
   d. If you’re an FCCLA member, how has FCCLA shaped you? If you’re not an FCCLA member, how do you think FCCLA could help shape you?
   e. What role does Family and Consumer Sciences play in your life?
FCCLA is the Ultimate Leadership Experience

Travel across the U.S. to attend national conferences and forge friendships with other youth leaders.

Participate in various Competitive Events such as Fashion Design, Early Childhood Education, Culinary Arts and more!

Develop real world skills that prepare you to be college-and career-ready.

Explore FCCLA’s four Career Pathways within Family and Consumer Sciences.

Apply for one of our many scholarships available to FCCLA members.

Develop leadership skills!

Family, Career and Community Leaders of America
Learn more at fcclainc.org
BULLETIN BOARD & CHAPTER WEBSITE IDEAS

Instructions: Use the following bulletin board and chapter website ideas to recruit new members. Always put contact information on your bulletin or on the front page of your website in case a student is interested in joining or wants more information about FCCLA.

Use the title, “Our Giving is Beyond Measure!” and use The Giving Tree themed bulletin board decorations.

Create a bulletin board or section of your chapter website dedicated to getting to know your chapter officers. This section could list ways the chapter officers are leading Beyond Measure (fun facts, leadership traits, awards, etc.).

Showcase your chapter’s goals and achievements. Title your bulletin board or chapter’s website “Beyond Measure” and incorporate a ruler that measures achievements and/or goals throughout the school year. Try using Canva to create this graphic for a virtual classroom.

“How <Insert Chapter Name> FCCLA is going Beyond Measure” with pictures from what your chapter has done in the past year(s).

Title your bulletin board “Let FCCLA Take You Beyond Measure.” Include the FCCLA theme logo provided in the membership kit and showcase different opportunities that FCCLA can provide.

Ex: Conferences, STAR Event projects, National Programs, chapter events/projects, etc.

Recognize a member each month that has excelled Beyond Measure. Use the title “<Insert student name> is Beyond Measure.”

Include a picture and a short excerpt about what made that chapter member Beyond Measure.
Join FCCLA®

You're invited to join the FCCLA family for a fun meeting! Come learn about the Ultimate Leadership Experience!

BEYOND MEASURE

Date:
Time:
Virtual Location:

Have Questions?
Contact: ________________
Join FCCLA

Let FCCLA help you develop leadership skills that will impact your future Beyond Measure!

Date:
Time:
Location:
Have Questions?
Contact: _________________
A great way to recruit new members is by doing a hands-on activity together. Host an interest meeting and discuss the benefits of FCCLA. Use the FCCLA Introductory PowerPoint, located in the “Resources” tab of the FCCLA portal, to explain and discuss FCCLA. Use this hands-on activity to engage interested members.

1. Locate a local homeless shelter.
2. Verify with the shelter what items they are in need of.
3. Put together a homeless care package with the suggested items below and impact your community Beyond Measure.
4. Cut out the Beyond Measure boxes on the next page and write an encouraging message at the bottom.
5. Attach the message to the prepared homeless care packages.

**Suggested Materials:**

1. Gallon size ziplock bags
2. Water bottles
3. Travel size toiletries (examples-individual pack of tissues, toothbrush, toothpaste, deodorant, comb, chapstick, band-aids, etc.)
4. Non-perishable foods (examples - granola bars, raisins, energy bars, trail mix, crackers)
5. Other optional items (examples - hand warmers, wash cloth, socks, gloves)

**Virtual Chapter Idea**

If your chapter cannot meet in the classroom, ask your members to purchase a few of the items on the list to donate if they feel comfortable. Set up a Zoom meeting so that your chapter can assemble the kits together. Set up a remote drop location for your kits so you can gather them all together before delivering them. Be sure to take a photo of all the kits your chapter makes to post on social media.

**Follow up Instructions:**

After completing the activity, discuss the various activities your chapter completes throughout the year. Show students photos from these various activities to exemplify the good your chapter is doing.
Lead

Be Kind

BEYOND MEASURE
Advocate
BEYOND MEASURE
Impact
BEYOND MEASURE
Support
BEYOND
MEASURE

Empower
BEYOND
MEASURE