

# NEBRASKA FUTURE BUSINESS LEADERS OF AMERICA

## *Strategies for Recruiting Professional Members*

### **Form a Professional Membership Recruitment Committee**

#### **Set Realistic Goals for Professional Membership**

- How many members do you want?
- What would you like the professional member to contribute or co-sponsor?
  - Job Shadowing
  - Mock Interviews
  - Speakers' List
  - Mentoring
  - Internships
  - Tours
  - Fundraising Strategies
  - Monetary Support
  - Equipment Donations

#### **Brainstorm a List of Individuals Who Might Be Interested**

- Service Organizations
- Business Owners
- FBLA Alumni
- School Administrators
- Parents
- Staff



#### **Develop a Recruitment Strategy**

- Membership Benefits
  - Opportunities to work with high school students
  - Networking with professional members
  - *Professional Edge* newsletter
  - Copies of national publications, *Tomorrow's Business Leader* and *Hotline*
- Responsibilities of Membership

### **Make Presentations or Local Contacts to Potential Professional Members**

#### **Share Publications with Potential Professional Members**

- Chapter Newsletter
- *Pledge*
- *Tomorrow's Business Leader*

#### **Follow-up with Potential Members**

- Inform them of sign-up procedure
- Keep them informed about chapter activities

### **Publicize Professional Members Involvement with Chapter**

### **Give a Gift Membership to Individuals or Businesses in Appreciation for Their Support of FBLA**

