



Community Outreach and Engagement Committee

Kiley Pudney, Chair
 Jeffrey Perry, Council Director
 Brayden Flynn, Member
 Sanjita Raja, Member



Committee Goals	Competition	Description
Chapter Challenge		
Promote FBLA through the school and community by increasing involvement with the organization through creative art.	Paint with Purpose	In the Paint With Purpose challenge, members are tasked with creating a mural, at least 3x3 feet on a canvas, wall, or large sheet of paper. Participants need to use an FBLA theme in their mural. Participants are required to include a minimum of ten photos of the making of your mural and two photos of the finished mural (one of just the mural and one with the chapter in the photo). Photos should be combined into one PDF file with a 100-word summary describing the mural. Include the names of the members who contributed to the mural.
Individual Challenges		
Expand members' understanding of local business operations, marketing, and management to spark greater interest in marketing strategies.	Flying Flyers	In the Flying Flyers challenge, members are tasked with creating a flyer for a small local business. Members must create an eye-catching marketing flyer for community members on why they should support the chosen business. To gain information about the small business, members should introduce themselves, ask for an interview, and offer to create a marketing flyer. Members must write a 250-word summary supporting the business after interviewing the owner, and giving a brief description of why you chose that business.
Encourage members to support the State Charity: Ronald McDonald House Charities (RMHC).	Helping Hands	In the Helping Hands challenge, members are tasked with creating gift baskets or digital baskets to send to local RMHC locations. These should include wishlist items provided on the local RMHC's website. Members must take four photos of the basket, making sure to show what is in it and one photo of them giving their gift basket to their local Ronald McDonald House Charities.
Participants will receive a ribbon at the State Leadership Conference for completing each challenge.		
By completing all three (3) challenges, the member will receive the Super Ribbon for the Community Outreach and Engagement Committee and be entered into the competition for the POW Championship.		



Community Outreach & Engagement Committee Paint with Purpose

Goal: Promote FBLA through the school and community by increasing involvement with the organization through creative art.

In the **Paint with Purpose** challenge, chapters are tasked with creating a mural. The mural must be at least 3x3 feet and painted on a canvas, wall, or large sheet of paper. Participants need to use an FBLA theme in their mural. Examples include the State Theme for 2025-2026, NYS Delta, the 2025 State Charity Ronald McDonald House Charities, or the NYS FBLA Crest. Participants are required to include a minimum of ten photos of the mural being painted and two photos of the finished mural (one of just the mural and one with the chapter in the photo). Photos should be combined into one PDF file. Chapters are also required to submit a 100-word summary describing the mural. Be sure to include the names of the members who contributed to the mural.

Participating chapters will receive a ribbon at the State Leadership Conference.

The submission is due by February 15, 2026, at 11:59 PM. Submissions are required to be completed via the online form; emailed forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: chapter name, chapter adviser name, chapter adviser email, PDF file of the photos and summary.

Paint with Purpose

- Create a mural at least 3x3 feet on a canvas, wall, or large sheet of paper
- Use an FBLA theme in your mural design, ex. (the state theme, NYS Delta, the 2025 state charity, the FBLA Delta Crest)
- Include a minimum of ten photos of members creating the mural
- Two photos of the finished mural
- Minimum 100-word summary describing the mural

Participating members will receive a ribbon at the State Leadership Conference.

Submission Deadline: February 15, 2026, 11:59PM



Community Outreach & Engagement Committee Flying Flyers

Goal: Expand members' understanding of local business operations, marketing, and management to spark greater interest in marketing strategies.

In the **Flying Flyers** challenge, members are tasked with creating a flyer for a local small business. Members must create an eye-catching marketing flyer for community members on why they should support the chosen business. To gain information about the small business members should introduce themselves, ask for an interview, and offer to create a marketing flyer. Members must write a 250-word paper supporting the business after interviewing the owner, and giving a brief description of why they chose that business.

Participating chapters will receive a ribbon at the State Leadership Conference.

The submission is due by February 15, 2026, at 11:59 PM. Submissions are required to be completed via the online form; emailed forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: member name, chapter name, chapter adviser name, chapter adviser email, PDF of the summary, and flyer.

Flying Flyers

Community Outreach
and Engagement
Committee

Design a flyer promoting a local business. Highlight its services and community value. Then write a 250-word explanation of your selection and the business' offerings.



Participating members will receive a ribbon at the State Leadership Conference.
All submissions by: February 15, 2026, at 11:59 PM.



Community Outreach & Engagement Committee

Helping Hands

Goal: Encourage members to support the State Charity: Ronald McDonald House Charities (RMHC).

In the **Helping Hands** challenge, members are asked to:

- Create gift baskets to deliver to local Ronald McDonald House Charities locations.
- Gather desired items to make the basket by going to their local Ronald McDonald House's website for what items they need. Members must also include a card sharing their support for people staying at the Ronald McDonald House Charity facility they chose.
- Members may also donate digital baskets by shipping items from a website, such as Amazon, to the RMHC location of their choice.
- Participating members will deliver the special basket to their local Ronald McDonald House.
- Members must submit four photos of the items donated (ensuring that the contents are visible), and one photo of the member giving the gift basket to the local Ronald McDonald House Charity. Additionally, members must include a list of items included in the gift basket or digital basket as proof of completion
- All photos must be included in a single PDF file.

Participating chapters will receive a ribbon at the State Leadership Conference.

The submission is due by February 15, 2026, at 11:59 PM. Submissions are required to be completed via the online form; emailed forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: member name, chapter name, chapter adviser name, chapter adviser email, PDF file of the photos and list of items.



HELPING HANDS



- DONATE A GIFT BASKET (TOILETRIES, CARDS, CANS, SCHOOL SUPPLIES, TOYS, ETC) TO THE RMHC FROM THEIR WISHLIST.

- FIVE PHOTOS OF THE GIFT BASKET PRESENTATION.
- 250-WORD SUMMARY OF WHICH RMCH YOU CHOSE AND WHAT YOU INCLUDED IN YOUR GIFT BASKET.



PARTICIPATING MEMBERS WILL RECEIVE A RIBBON AT THE
STATE LEADERSHIP CONFERENCE

SUBMISSION DEADLINE: FEBRUARY 15, 2026 11:59PM.

Community Outreach and Engagement Committee Rubric

Criteria	Not Present (1-2 Points)	Below Requirements (3 Points)	Meets Requirements (4 Points)	Exceeds Requirements (5 Points)	Points Earned
Summary	No summary is provided.	Summary is unclear or lacks required details.	The summary is clear and includes the required details.	The summary is exceptionally clear and detailed, with additional insights.	
Effort	No effort evident.	Minimal effort is demonstrated.	Good effort and attention to detail.	Outstanding effort and meticulous attention to detail.	
Creativity	Submission lacks originality and relies heavily on common or familiar ideas.	The work shows some original thought but still follows a more creative approach.	The work includes original ideas and shows a clear effort to think in new ways.	The work is imaginative, innovative, and stands out for its originality.	
Quality	The submission is incomplete or inaccurate, with little effort to address the core elements of the task.	The submission lacks depth or detail. Some aspects may be inaccurate or unclear.	The submissions demonstrate effort though there may be room for more thoroughness or attention to detail.	The submission shows a high level of effort and engagement, demonstrating careful attention to detail and thorough work.	
Grammar and Spelling	Contains fifteen or more errors, including multiple spelling and grammatical mistakes, making it difficult to read.	Contains ten to fourteen errors, including spelling mistakes, resulting in a lack of clarity.	Contains five to nine errors, including a few spellings errors.	Contains one to four errors.	
Total					/25