



Community Outreach Committee

Meenakshi Chakravadhanula, Chair
Moksh Gupta, Council Director
Kiah Mehta, Member
Addeleide Reynolds, Member



Committee Goals	Competition	Description
Chapter Challenges		
Encourage members to make a positive impact on their community, drive civic engagement by building professional networks, enhance chapter visibility, and foster practical project management skills.	Debris to Design	In the Debris to Design challenge, chapters will conduct a local cleanup, submitting five photos of the cleanup to document their community impact. Participants will then repurpose at least 10 pieces of debris into a 2D, or 3D art piece inspired by this year's state or national theme. Chapters must submit four photos of members contributing to the art piece, a group picture with the finished art piece, and a photo of the finished art piece by itself. Participants must include a professional 150-word summary detailing the design's artistic inspiration and execution.
Inspire compassion, personal growth, and reflection in members as they give back to their community, rewarding them with the fulfillment that community service provides	Caring Cards	In the Caring Cards challenge, chapter members will create a MINIMUM of 20 imaginative, compassionate cards, with the purpose of sending them to the patients and people going through hard times at their nearest American Red Cross center. The chapter must submit a minimum of 10 photos of the creative processes, photos of all pages of 5 cards, one picture of all the cards together, and at least 3 pictures showing the delivery of the cards to the American Red Cross center or representative.
Individual Challenge		
To strengthen connections between FBLA members and local businesses while developing members' communication, marketing, and community service skills through volunteerism and creative media production.	Broadcasting Business	In the Broadcasting Business challenge, individual members will volunteer at a local business for a minimum of 5 hours. During their volunteer experience, members will assist the business while documenting their experience through photos and video (with the business' permission; ask for permission first before volunteering and recording). Following the volunteer experience, participants will create a commercial up to 3 minutes long that highlights the business, its products or services, and the impact it has on the local community.
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 Committee and be entered into the competition for the POW Championship. All Community Outreach Committee competitions will use the same rubric located at the end of the Community Outreach Committee's materials.		

Community Outreach Committee

DEBRIS TO DESIGN

What will you do?

- **Form a team to collect trash around your community**
- **Use that trash to design an impactful art piece**

Why?

- **Increase community engagement**
- **Foster creative thinking**
- **Promote team collaboration**

All participating chapters will receive ribbons at the State Leadership Conference



SUBMISSIONS DUE: JANUARY 15, 2027 11:59 p.m.



Community Outreach Committee Debris to Design

Goal: Encourage members to make a positive impact on their community, drive civic engagement by building professional networks, enhance chapter visibility, and foster practical project management skills.

In the **Debris to Design** challenge, chapters will conduct a local cleanup, submitting five photos of the cleanup to document their community impact. Participants will then repurpose at least 10 pieces of debris into a 2D, or 3D art piece inspired by this year's state or national theme. Chapters must submit four photos of members contributing to the art piece, a group picture with the finished art piece, and a photo of the finished art piece by itself. Participants must include a professional 150-word summary detailing the design's artistic inspiration and execution.

Each submission must include all the following in one PDF file:

- Five photos' showcasing the cleanup crew in action (Members must be shown ACTIVELY participating)
- The project must be either a 2D design or a 3D design
- The project must be inspired by the state or national theme (Shown on the state or national website)
- Four photos showcasing member participation on the art project
- The project must repurpose AT LEAST 10 pieces of recycled or collected trash or debris
- Two photos of the completed art project (members who worked on it and the finished project by itself)
- A 150-word written summary on the project (how the cleanup crew helped the community, description of the project and what inspired the participants to create it)

This challenge promotes community engagement, creative thinking, artistic and design skills, team collaboration, and reflective communication.

Participating chapters will receive ribbons at the State Leadership Conference.

The submission is due January 15, 2027, at 11:59 p.m. The submission is required to be completed via the online form: Paper forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: member name(s), chapter name, chapter adviser name, chapter adviser email, and one PDF file including ALL photographs and summary.

- All participating chapters will receive ribbons at the State Leadership Conference
- Submissions Due: January 15, 2027 11:59 p.m.

CARING CARDS



DONATIONS
FOR

**American
Red Cross**

WHAT YOU NEED TO DO

- Chapters will meet and make cards to donate to our state charity - American Red Cross
- Take at least 10 photos while creating the cards
- Capture photos of individual cards as well
- Provide proof of delivery



Community Outreach Committee Caring Cards

Goal: Inspire compassion, personal growth, and reflection in members as they give back to their community, rewarding them with the fulfillment community service provides.

In the **Caring Cards** challenge, chapter members will create a **MINIMUM** of 20 imaginative, compassionate cards, with the purpose of sending them to the patients and people going through hard times at their nearest American Red Cross center. The chapter must submit a minimum of 10 photos of the creative processes, photos of all pages of 5 cards, one picture of all the cards together, and at least 3 pictures showing the delivery of the cards to the American Red Cross center or representative.

Each submission must include all of the following in one PDF file:

- A minimum of 10 photos of the creative processes taking place
- Photos of each page of five different cards (inside, outside, back)
- One photo of all the cards together (minimum of 20 cards)
- At least 3 photos showing the cards being delivered to the American Red Cross

Cards should be a minimum of two pages with content on them: a front page and an inside page or second page. Creativity is encouraged, and originality is required. Members may design their cards with popups, hand-made art, and imaginative writing.

Participating chapters will receive ribbons at the State Leadership Conference.

The submission is due by January 15, 2027 11:59 p.m. The submission is required to be completed via the online form. Paper forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: member name(s), chapter name, chapter adviser name, chapter adviser email, 10 photos of the creative process, photos of each page of five different cards, and a picture of all of the created cards in one PDF file.

BROADCASTING BUSINESS



What You Will Do

- 5+ volunteer hours at a local business
- Create a 3-minute commercial & upload 5+ photos
- Submit a signed volunteer form from the business
- Write a 200 - 250 word introduction about the business

Why?

- Support and promote local businesses
- Gain valuable real-world experience
- Build marketing & media production skills

SUBMISSIONS DUE: JANUARY 15, 2027 11:59 p.m.
ALL PARTICIPATING MEMBERS WILL RECEIVE A
RIBBON AT THE STATE LEADERSHIP CONFERENCE



Community Outreach Committee Broadcasting Business

Goal: To strengthen connections between FBLA members and local businesses while developing members' communication, marketing, and community service skills through volunteerism and creative media production.

In the **Broadcasting Business** challenge, individual members will volunteer at a local business for a **minimum** of 5 hours. During their volunteer experience, members will assist the business while documenting their experience through photos and video (with the business' permission; **ask for permission first before volunteering and recording**). Following the volunteer experience, participants will create a commercial up to 3 minutes long that highlights the business, its products or services, and the impact it has on the local community.

Each submission must include:

- Name of the local business
- Brief introduction to the business (200- 250-word paragraph)
- Five or more photos collected during the volunteer experience
- Maximum 3-minute commercial video, that include:
 - Description of the products or services offered
 - Explanation of how the volunteer experience benefited both the business and the chapter member
 - Why the business is important to the local community
- Closing message encouraging viewers to support local businesses
- Completed Broadcasting Business verification form with the business located below

Members must also explain the inspiration behind selecting the business, how the member collaborated with the business throughout the volunteer experience and production process, and what you learned from the experience. The chapter member's name and chapter name must be displayed at the beginning or end of the commercial.

Members must submit: URL link to the video (maximum 3 minutes) - **Needs to be a private URL Link, not shared.**

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

The submission is due by January 15, 2027 11:59 p.m. Submissions must be completed through the online submission form; paper submissions will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required on the online submission form: members name, member's email, chapter name, chapter adviser name, chapter adviser email, name of the local business, verification form, video file.

Broadcasting Business Verification Form

Volunteer and Organization Information

Volunteer Name: _____

Business Name: _____

Business Address: _____

Service Information

Date started: _____

Date ended: _____

Hours Completed (Minimum of 5): _____

Name of supervising employee (Must work at business being volunteered at):

Occupation of supervising employee in business: _____

Signature of employee: _____

[illegible]

Community Outreach Committee Rubric

Category	Not Present (0-1 pts)	Below Requirements (1-2 pts)	Meets Requirements (3-4 pts)	Exceeds Requirements (5 pts)	Points Earned
Creativity & Originality	Lacks originality or copied; no clear creative effort	Some originality present but limited in scope	Shows clear creative thinking, relevant ideas, and thoughtful visuals	Highly original, imaginative, and engaging; goes above and beyond in concept	
Clarity & Communication	Disorganized or unclear; difficult to follow	Some parts are understandable; lacks flow	Clear, organized, and logical presentation of ideas	Demonstrates outstanding clarity, organization, and engagement	
Professionalism & Quality	Poorly formatted or has errors; lacks effort	Some polish, but noticeable errors or inconsistencies	Polished, professional tone and design with minimal issues	Highly polished, professional, and visually appealing with excellent attention to detail	
Goal Setting & Vision	Does not follow the guidelines of the chosen challenge	Only partially meets the requirements of the challenge	Completes all required components with sufficient detail and quality; meets, but does not exceed, expectations	Fully meets and expands all challenge expectations with depth and creativity	
Effort	Little to no effort is evident; major requirements are missing or incomplete	Minimal depth; vague or incomplete effort	Shows effort, planning, and reflection with some thought into goals or direction	Outstanding effort shown with thorough preparation, exceptional detail and quality	
Total					/25
All Community Outreach Committee competitions will use the same rubric					