



Membership Services Committee

Rebecca Hoang, Chair
Naman Kapoor, Council Director
Arden Demasi, Member



Committee Goals	Competition	Description
Chapter Challenge		
Encourage 250 NYS FBLA members to pay dues by October 31, 2026	Early Bird Challenge	Chapters must have five or more paid members by October 31, 2026.
Individual Challenges		
Encourage new members to join FBLA by promoting the benefits of membership and sharing chapter experiences	Impact in Action	In the Impact in Action challenge, a member completes one of three activities. 1) Individuals can create and display FBLA recruitment flyers and write a personal story about how FBLA has impacted them (about 250-300 words). 2) Individuals can create a 30-60 second recruitment video or school announcement. 3) Individuals can write a 500–600 word newspaper article about their chapter and why new members should join. Submit the required proof for your chosen option through the online form.
Recruit new members to join FBLA, highlight chapter achievements, and reflect on how FBLA has shaped members	Recruitment Rumble	In the Recruitment Rumble challenge, a member is tasked with creating a presentation (8-15 slides) to potential new members. The presentation must include any chapter achievements, how the chapter is unique, and why members should join FBLA. The presentation must then be delivered to potential new members in the hope of recruiting them. Additionally, each participant is tasked with writing a 250–300 word essay describing and explaining a personal story on how FBLA has shaped them.
Members will receive a ribbon per completed challenge at the State Leadership Conference. By completing all three challenges, the member will receive the Super Ribbon for the Membership Services Committee and be entered into the competition for the POW Championship. Membership Services Committee competitions (other than the Early Bird competition) will use the same rubric located at the end of the Membership Services Committee's materials.		



NYS FBLA 2026-2027 Membership Services Committee



Early Bird Challenge

Chapter must have
five or more
members paid by
October 31, 2026



Participating chapters will
receive a ribbon at
the State Leadership
Conference

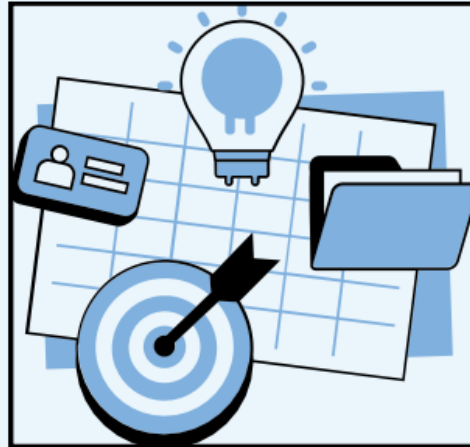
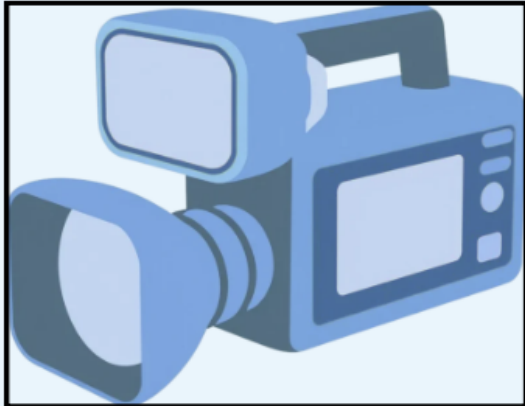
Dues Must Be Paid by
October 31, 2026 11:59 p.m.

Impact in Action

Choose **ONE** of the following activities:

Option 1: Flyer Campaign

- Create a flyer
- Hang at least 10 flyers around your school
- Write a personal statement (250-300 words)



Option 2: School News Video

- Create a 30-60 second video for your school's news



Option 3: School Newspaper Article

- Write an article for your school (500-600 words)
- The top article will be featured in The FBLA Express

Submissions Due: January 15, 2027 11:59 p.m.

Participating members will receive a ribbon at the State Leadership Conference



Membership Services Committee Impact in Action

Goal: Encourage new members to join FBLA by promoting the benefits of membership and sharing chapter experiences.

In the **Impact for Action** challenge, individual members will have to choose one of three options to encourage new members to join FBLA.

Option 1: Members create a flyer explaining why students should join FBLA. Hang at least 10 flyers around their school. Members are required to submit a copy of their flyer and attach photos of 5 of the flyers they hung up around their school as proof of completion. Submissions must include a 250-300 word article detailing a personal FBLA story and what makes their chapter unique, valuable, and worth joining. Submit:

- Copy of the flyer as a PDF
- Photos of 5 flyers displayed around your school
- A 250–300 word personal story about your FBLA experience and what makes your chapter unique, valuable, and worth joining, as a PDF

Option 2: Members will create a 30-60 second school announcement or video explaining why students should join FBLA. Members are required to submit a copy of their video and a picture as proof that it was on their school's news. Submit:

- URL link to the video
- Send a picture as proof that it was shared on your school's news

Option 3: Members write an article for their school newspaper about FBLA, including highlights of chapter achievements, skills they have learned from being in the club, and why new members should join. Each submission must be 500-600 words and must include a copy of the article and proof that it was published or submitted (photo or screenshot). The top student article will be featured on *The FBLA Express* in March. The article must include:

- Chapter achievements
- The skills you have gained through FBLA
- Why students should join your chapter

Submit:

- Copy of the article as a PDF
- Proof that it was published or submitted (photo or screenshot)

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

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



NYS FBLA 2026–2027 Membership Services Committee

Recruitment

Drumbe



**CREATE!
PRESENT!
RECRUIT!**

CREATE A PRESENTATION TO NEW MEMBERS ON YOUR CHAPTER, WHAT MAKES IT UNIQUE, AND WHY MEMBERS SHOULD JOIN.

WRITE A 250–300 WORD ESSAY DETAILING A PERSONAL STORY ON HOW FBLA HAS SHAPED YOU.



Membership Services Committee

Recruitment Rumble

Goal: Recruit new members to join FBLA, highlight chapter achievements, and reflect on how FBLA has shaped members.

In the **Recruitment Rumble** challenge, a member is tasked with creating a presentation (8-15 slides) to potential new members. The presentation must include any chapter achievements, how the chapter is unique, and why members should join FBLA. The presentation must then be delivered to potential new members in the hopes of recruiting them. Additionally, each participant is tasked with writing a 250–300 word essay describing and explaining a personal story on how FBLA has shaped them.

Each submission must include:

- An 8-15 slide presentation, as a PDF, on the chapter's achievements, how the chapter is unique, and why members should join FBLA
- A 250–300 word essay, as a PDF, detailing a personal story on how FBLA has shaped you
- Three photos of the participant delivering the presentation to potential new members

Participating members 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, chapter name, chapter adviser name, chapter adviser email, PDF of presentation, PDF of typed essay (250-300 words), and three photos of the participant delivering the presentation.

Membership Services Committee Rubric

Category	Not Present (0-1 pts)	Below Requirements (1-2 pts)	Meets Requirements (3-4 pts)	Exceeds Requirements (5-6 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 and presentation	
Grammar & Spelling	Six (6) or more errors	Three to six (3-6) errors	One to three (1-3) errors	Zero errors. Clear effort was given to proofreading	
Engagement	Members make no effort to show engagement in the challenge	Some engagement, but noticeable errors or inconsistencies	Polished, creative, and engaging visuals	Exceptionally polished and well-executed with strong attention to detail	
Adhering to Guidelines	Does not follow the guidelines of the chosen challenge	Only partially meets the requirements of the challenge	Fulfills all basic requirements (e.g. presentation, delivery, essay)	Fully meets and expands on all challenge expectations with depth and creativity	
Total					/24
Membership Services Committee competitions (other than the Early Bird competition) will use the same rubric.					