



SUMMER STARTER

(August 1 – September 25)

This section focuses on chapter development and membership strategy. Tasks are designed to help chapters set the foundation for a successful membership year, including electing officers, developing a student-led Program of Work, setting goals, and mapping out activities throughout the program year.

ACTIVITY			Points Earned	Max Points
<input type="checkbox"/>	1	Develop a chapter Program of Work with at least two membership recruitment activities.		500
<input type="checkbox"/>	2	Elect local chapter officers and plan an officer training session.		200
<input type="checkbox"/>	3	Create a Community Service Project Committee.		100
<input type="checkbox"/>	4	Write cards or emails to members over the summer encouraging them to join again in the fall.		100
<input type="checkbox"/>	5	Prepare a target list of at least five potential sponsors.		100
<input type="checkbox"/>	6	Set up a communication channel between local chapter officers and members.		100
<input type="checkbox"/>	7	Create a chapter T-shirt design that complies with the Brand Guidelines.		100
<input type="checkbox"/>	8	Hold an informal meet-and-greet for prospective members.		100
<input type="checkbox"/>	9	Write a letter you can use to invite guest speakers to meetings during the program year.		100
<input type="checkbox"/>	10	Create a project plan for chapter member recruitment.		100
<input type="checkbox"/>	11	Prepare a chapter budget for the program year.		100
<input type="checkbox"/>	12	Plan and conduct the first FBLA meeting of the year for new and returning members.		100
		Total		1700
		Deadline: September 25		

NOTES



SHAPING SUCCESS

(September 26 – November 6)

This section focuses on member recruitment and retention. Tasks are designed to promote membership benefits and foster engagement, such as hosting events, securing guest speakers, and planning projects.

ACTIVITY			Points Earned	Max Points
<input type="checkbox"/>	1	Submit membership dues for 10 paid members.		500
<input type="checkbox"/>	2	Create a Member of the Month program.		200
<input type="checkbox"/>	3	Buddy up! Encourage each returning member to connect with a new member. Plan at least one fun "buddy" activity.		100
<input type="checkbox"/>	4	Organize a special outing for FBLA members.		100
<input type="checkbox"/>	5	Host a chapter spirit day in which all members dress in either FBLA-branded or blue and gold attire; post a photo to Instagram and tag @FBLA_National.		100
<input type="checkbox"/>	6	Secure a guest speaker for a chapter meeting using the letter you developed in Summer Starter.		100
<input type="checkbox"/>	7	Send a letter to one of the sponsors on your contact list created during Summer Starter.		100
<input type="checkbox"/>	8	Plan a community service project.		100
<input type="checkbox"/>	9	Meet with your officers and review your Program of Work.		100
<input type="checkbox"/>	10	Review the 2024-25 Competitive Events Guidelines at a chapter meeting and create a sign-up for members.		100
<input type="checkbox"/>	11	Have one of your officers record a one-minute elevator pitch about the benefits of joining FBLA and share it on Instagram, tagging @FBLA_National.		100
<input type="checkbox"/>	12	Plan a chapter fundraiser.		100
		Total		1700
		Deadline: November 6		

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SERVICE SEASON

(November 7 – January 8)

This section focuses on service and engagement. Tasks are designed to meet the core of the FBLA mission—developing community-minded business leaders—by participating in community service projects and celebrating American Enterprise Day.

ACTIVITY		Points Earned	Max Points
<input type="checkbox"/>	1	Review the American Enterprise Day Toolkit, attend the American Enterprise Day webinar, and plan one activity to celebrate American Enterprise Day.	500
<input type="checkbox"/>	2	Host a thank-you-note writing event for members to show appreciation to a group of your choice.	200
<input type="checkbox"/>	3	Lead a community service event based on your planning in Summer Starter and Shaping Success.	100
<input type="checkbox"/>	4	Accumulate 10 hours of community service (chapter members' hours combined).	100
<input type="checkbox"/>	5	Host an in-person or virtual business tour for members.	100
<input type="checkbox"/>	6	Host a competitive events study night.	100
<input type="checkbox"/>	7	Participate in a critical needs drive as a chapter, such as a sock drive, food drive, coat drive, or toy drive.	100
<input type="checkbox"/>	8	Present a workshop to a middle school about FBLA and the importance of servant leadership.	100
<input type="checkbox"/>	9	Review your Program of Work with your local chapter officers.	100
<input type="checkbox"/>	10	Send a thank-you note to each of your sponsors sharing how their contributions have impacted your chapter this year.	100
<input type="checkbox"/>	11	Upload one of the resources that you have developed for your chapter.	100
<input type="checkbox"/>	12	Have one member volunteer to assist with chapter management tasks.	100
		Total	1700
		Deadline: January 8	

NOTES



CTE CELEBRATION

(January 9 – March 5)

This section focuses on chapter excellence and Career and Technical Education (CTE) awareness. Tasks are designed to highlight FBLA achievements and promote the organization’s mission.

ACTIVITY			Points Earned	Max Points
<input type="checkbox"/>	1	Review the FBLA Week Toolkit and participate in at least two events.		500
<input type="checkbox"/>	2	Have your members create a PSA, flyer, bulletin board, display, or video about the importance of CTE.		200
<input type="checkbox"/>	3	Ask an elected official to sign an FBLA Week proclamation or write a letter to your state senator or representative about the importance of CTE in schools, highlighting your chapter’s activities.		100
<input type="checkbox"/>	4	Prepare and deliver a report about the community service project that you led through the Champion Chapter program at a chapter meeting. Consider the report as a component of the Community Service Project competitive event. Check the Competitive Event Guidelines for more information.		100
<input type="checkbox"/>	5	Have at least one member watch the FBLA Week National Presidents’ Forum webinar.		100
<input type="checkbox"/>	6	Plan a social activity for your chapter during FBLA Week.		100
<input type="checkbox"/>	7	Have at least one member share their FBLA story on Instagram during FBLA Week and tag @FBLA_National.		100
<input type="checkbox"/>	8	Organize a teacher/adviser or state leader appreciation activity.		100
<input type="checkbox"/>	9	Give a presentation about CTE and FBLA to your administrators/School Board.		100
<input type="checkbox"/>	10	Send a memo to your school administrators about the number of attendees your chapter plans to send to regional and/or state conferences.		100
<input type="checkbox"/>	11	Invite an FBLA Collegiate member, a community business leader, or FBLA alum to speak at a local chapter meeting.		100
<input type="checkbox"/>	12	Invite a National Officer or State Officer to attend a chapter meeting virtually or in-person.		100
		Total		1700
		Deadline: March 5		

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CHAMPION PLUS

(May 1)

This section focuses on national programs and conferences, sponsors and partners, and recruitment. These activities may be done at any time during the program year before May 1.

ACTIVITY			Points Earned	Max Points
<input type="checkbox"/>	1	Complete Connect Ten.		500
<input type="checkbox"/>	2	Have at least two members complete a level of the Business Achievement Awards (BAAs).		200
<input type="checkbox"/>	3	Hold a Walk to End Alzheimer's event.		100
<input type="checkbox"/>	4	Participate in the Stock Market Game.		100
<input type="checkbox"/>	5	Have at least one member submit an application for the Dressed to Impress, Distinguished Business Leader, or NLC scholarship.		100
<input type="checkbox"/>	6	Participate in the LifeSmarts Challenge.		100
<input type="checkbox"/>	7	Participate in the Knowledge Matters Virtual Business Management or Personal Finance Challenge.		100
<input type="checkbox"/>	8	Submit an entry to the 2025-26 FBLA Theme Contest, which opens during FBLA Week.		100
<input type="checkbox"/>	9	Attend the 2024 National Fall Leadership Conference in Columbus, Ohio or a state activity or conference.		100
<input type="checkbox"/>	10	Send a letter to middle school graduates inviting them to join your FBLA chapter for a special meeting.		100
<input type="checkbox"/>	11	Have a member and adviser register for the 2025 NLC in Anaheim, California.		100
<input type="checkbox"/>	12	Conduct a survey of your members to capture feedback about the program year and discuss how you can improve your chapter's activities and outreach in the new program year.		100
		Total		1700
		Deadline: May 1		

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