



## **Marketing Strategy Calendar 2018-2019**

You can do anything you set your mind to do. Believe in Yourself as you lead others, develop new skills, explore career opportunities, build strong families, and give back to your communities. Make a difference. Be You.

### **August & September: Membership Recruitment**

#### ***#JoinFCCLA***

FCCLA encourages you to **B**elieve in **Y**ourself as you explore exciting new career pathways. Share your stories and encourage others to #JoinFCCLA as they begin the new school year.

### **October: Kindness Matters**

#### ***#FCCLAcared***

Kindness matters every day. By **B**elieving in **Y**ourself and being kind to others, you can make a difference in their lives and your own. Show others that #FCCLAcared and inspire them through random acts of kindness, community service or educational activities.

**November: Service**

***#FCCLAgives***

Believe that **you** have the power to change lives. Servant leadership can make a difference in the life of an individual and impact those in a community. #FCCLAgives by identifying and meeting needs that will help others.

**December: Family**

***#FCCLAfamily***

Your FCCLA Family **believes** in **you** and supports your journey. Encourage others to celebrate time spent with family members, friends, and #FCCLAfamily.

**January: Career**

***#FCCLAcareers***

Believe the future is yours. Prepare by exploring FCS Career Pathways and utilizing all that FCCLA has to offer members. Participate in Competitive Events, National Programs, attend workshops, obtain leadership training and explore #FCCLAcareers to help you reach your goals. Use this month to make your plans and prepare for FCCLA week.

**February: Celebrate**

***#CelebrateFCCLA***

Participate in FCCLA Week and show your FCCLA spirit in order to encourage others to join. Celebrate how believing in yourself has helped you #CelebrateFCCLA.

**March: Health & Wellness**

***#FCCLAgetshealthy***

#FCCLAgetshealthy by focusing on mental health and healthy nutrition. Believe you can be your best self as you strive for your goals in health and wellness. Educate others to be healthy, fit, real and resilient.

**April: Financial Literacy**

***#FCCLAfinance***

Financial literacy is the key to success in your families and future careers. Use your #FCCLAfinance knowledge to believe you can become financially fit.

**May: Teen Traffic Safety**

***#FCCLAroadsafety***

Let FCCLA teen traffic safety lessons help you prepare for your time on the road this summer. Believe **you** can make a difference by setting an example for your peers. Take your #FCCLAroadsafety skills with you and be safe as you travel.

**June/July: Connect**

***#FCCLAconnects #2019NLC***

Be connected over the summer months with your FCCLA family. Get prepared to **be yourself** as #FCCLAconnects you with members, advisers, partners and friends. at the National Leadership Conference in Anaheim, CA for #2019NLC.