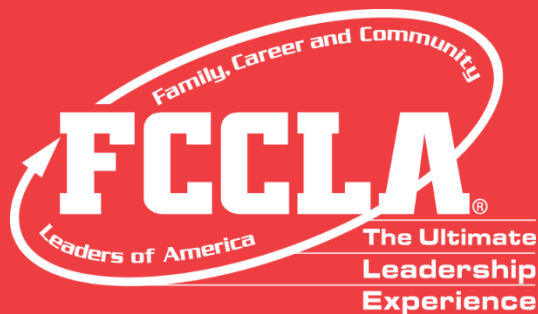


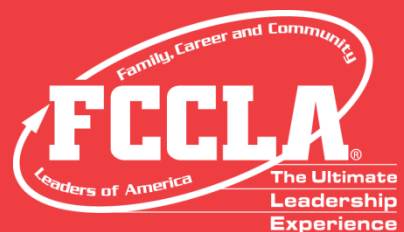


2015-2016
Information and Guidelines



National FCCLA is launched a new membership campaign brand. The incentives for the campaign are similar to previous years, but we are excited to move forward and encourage students to “Go For the Red!”

Deadline for individual and chapter awards is April 30, 2016.



INDIVIDUAL COMPETITION

Individual winners based on most members recruited in specific school size categories.

School Categories:

- Small School: 250 students or less
- Medium School: 250-1000 students
- Large School: 1000 students or more

Individual Small School Winner Prizes

- Recognition at the 2016 National Leadership Conference
 - \$200 Cash Prize
 - \$50 FCCLA Store Voucher

Individual Medium School Winner Prizes

- Recognition at the 2016 National Leadership Conference
 - \$200 Cash Prize
 - \$50 FCCLA Store Voucher

Individual Large School Winner Prizes

- Recognition at the 2016 National Leadership Conference
 - \$200 Cash Prize
 - \$50 FCCLA Store Voucher

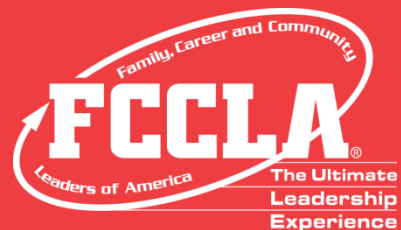
iRecruit Individual Award Applicant Recognition

- All applicants will receive recognition on the national FCCLA social media sites
 - All applicants will receive a lapel pin and certificate for efforts
- All applicants will have name displayed on the iRecruit page on the national FCCLA website

Rules and Guidelines

Members recruited must be NEW FCCLA members.

Middle level affiliation students may apply for recognition, but will not be eligible for prizes. In the event of a tie, winners will be judged based on recruitment efforts in the local chapter.



CHAPTER COMPETITION

Chapter winners based on largest percentage increase in chapter membership.

Chapter Winner Prizes

- Recognition at the 2016 National Leadership Conference
 - \$250 Cash Prize
 - \$50 FCCLA Store Voucher
 - Feature in *Teen Times*

iRecruit Individual Award Applicant Recognition

- All applicants will receive recognition on the national FCCLA social media sites
 - All applicants will receive a lapel pin and certificate for efforts
- All applicants will have name displayed on the iRecruit page on the national FCCLA website

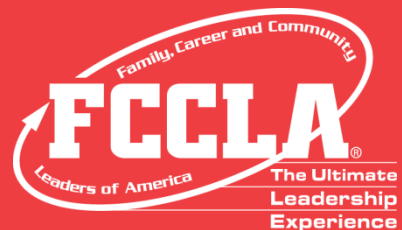
Rules and Guidelines

Middle level affiliation chapters may apply for recognition, but will not be eligible for prizes.

New chapters in 2015-2016 may apply for recognition, but will not be eligible for prizes.

In the event of a tie, winners will be judged based on recruitment efforts in the local chapter.

Application must be submitted to receive recognition.

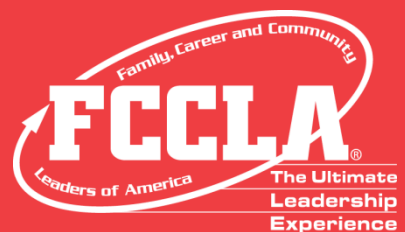


STATE COMPETITION

State winners based on largest percentage increase in the number of Youth Scholarship applicants, Adult Award applicants, National Program Award applicants, and state membership numbers.

State Winner Prizes

- Recognition at the 2016 National Leadership Conference



Recruitment Strategies

- Host a dance-a-thon
- Coordinate dress-up days for FCCLA recruitment week
- Show an FCCLA Recruitment Video
- Promote on chapter social media pages
- Host a membership movie night
- Invite potential members to a kick-off scavenger hunt
- Create locker signs for new FCCLA members
- Host a Thank Goodness It's FCCLA Friday meeting
- Display info and recruit at school organization/club fairs
- Host an FCCLA day for all Family and Consumer Sciences classes
- Create Public Service Announcements about FCCLA
- Offer free food at the first meeting to dues paying members
- Invite a fun guest speaker to the first meeting

