

PROMOTE AND PUBLICIZE FCCLA

An individual or *team event* that recognizes participants who develop an FCCLA promotion and publicity *campaign* to raise awareness and educate the school, parents and members of the *community* about the importance of FCCLA and Family and Consumer Sciences education. Participants must prepare an oral presentation and *portfolio*.

ELIGIBILITY & GENERAL INFORMATION

1. Review the **STAR Events Front Pages** for all event requirements, policies, and event procedures before beginning the project.
2. Participants using an *electronic portfolio* are encouraged to bring a fully charged device (laptop, tablet, etc.) to use for presentation during the competition.
3. Chapters with multiple entries in this event must submit different projects for each entry. All projects must be developed and completed during the school year leading up to the National Leadership Conference (NLC), within the timeframe July 1 through June 30, and must be the work of the participant(s) only.
4. **Online Orientation** - NLC participants are **encouraged** to view the STAR Events Online Orientation video to ensure they are fully prepared for NLC. The video will be available in the FCCLA Student Portal under Resources. **Contact your state adviser for orientation procedures for competitions held prior to the NLC.**
5. **STAR Events Schedule Confirmation** – It is **strongly suggested** that chapter advisers confirm participants' STAR Events schedules in the FCCLA Adviser Portal. Advisers can review students' schedules in the FCCLA Adviser Portal by visiting the Meetings & Events tab, selecting the NLC option, and choosing "Confirm STAR Competition. **Confirming schedules in advance helps ensure that participants are qualified, registered for the conference, and competing in the correct STAR Event. Schedule changes after the published deadline date are subject to a \$25 change fee.** Please refer to the FCCLA Website (Competitive Events Dates & Deadlines).
6. Participants who do not follow event guidelines, align with the event definition, or address the current event topic will not have their project evaluated. However, they may still participate in the competition by delivering an oral presentation and will be evaluated based on the presentation.

CLICK TO VIEW NATIONAL DEADLINES

CAREER CLUSTERS ALIGNMENT

Arts & Design	Education & Training	Financial Services
■	■	
Hospitality & Tourism	Human Services	Public Service

EVENT LEVELS

Level 1: Through Grade 8	Level 2: Grades 9–10	Level 3: Grades 11–12	Level 4: Postsecondary
■	■	■	■

Review the "Event Description and Levels" section of the policies in the front of the guidelines for more information on event levels.

GENERAL INFORMATION

Number of Participants per Entry	Prepare Ahead of Time	Equipment Provided for Competition	Competition Dress Code
1–3	<i>Portfolio</i> and Oral Presentation	Table—Yes Electrical Access—No Wall Space—No Supplies—No Wi-Fi – No	FCCLA Official Dress

PRESENTATION ELEMENTS ALLOWED

Audio	Easel(s)	File Folder	Flip Chart(s)	Portfolio	Props/ Pointers	Skits	Presentation Equipment	Visuals
■	■		■	■	■		*	■

*Presentation Equipment may only be used when presenting an *electronic portfolio*. Participants using a *hardcopy portfolio* may not use electronic devices during the presentation.

TOP 5 SKILLS STUDENTS REPORT LEARNING THROUGH PARTICIPATION

Leadership	Public Speaking
Self-Confidence	Teamwork
Creativity	

PROMOTE AND PUBLICIZE FCCLA BY THE NUMBERS: 2025 - 2026

Participants Nationwide	Type of Event	Nationwide Impact
635	Leadership	345,128

83% of Promote and Publicize FCCLA participants indicated this event is extremely or very useful to their future.
26% of Promote and Publicize FCCLA participants indicated they would pursue higher education related to the career chosen in their project.

PARTICIPANT TESTIMONIALS

"This project aims to promote and publicize FCCLA within our chapter by increasing awareness of our activities, goals, and opportunities among students, staff, and the local community. Through targeted outreach including posters, announcements, social media updates, and chapter led events, we worked to highlight the benefits of joining FCCLA, such as leadership development, career preparation, and community service. By showcasing our chapter's achievements and involving members in hands on promotional efforts, the project strengthened our chapter's visibility, encouraged new membership, and built greater support for FCCLA at the school and in the community." – Nebraska FCCLA Member

"Our FCCLA campaign positively impacted families by equipping students with practical skills they brought home, fostering greater family appreciation for FCCLA's value. In the school, it boosted student engagement and school spirit, drawing more participants into leadership roles and diverse activities. For the community, the increased visibility and membership allowed for more impactful service projects, strengthening the connection between youth and local needs and cultivating active, responsible citizens." – Kentucky FCCLA Member

"This project positively impacted our school by increasing awareness of FCCLA and encouraging more students to get involved in leadership and career-readiness opportunities. Through FCCLA Week activities and the Valentine's fundraiser, students gained a better understanding of how FCCLA connects to real-life skills and community involvement. The project also strengthened our school community by creating positive interactions between students, staff, and FCCLA members. As a result, our chapter experienced increased interest, stronger visibility, and an increased student engagement" – Montana FCCLA Member

SCHOLARSHIPS

Each year FCCLA's collegiate partners award over 13 million in scholarships to the Top 3 placing Level 3 teams/individuals annually at the National Leadership Conference. Scholarship details can be found on the FCCLA Website.

PROMOTE AND PUBLICIZE FCCLA GUIDELINES AND RUBRICS

The STAR Events Guidelines and rubrics are updated annually, and they are an exclusive benefit for FCCLA members. Advisers can access and download the guidelines from the FCCLA Portal.

[ADVISER PORTAL](#)