



# Adviser Toolkit

# 2025





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# Welcome



Dear Advisers,

It's almost time for our favorite week of the year: FBLA Week!

We're thrilled to invite you to celebrate FBLA Week from February 9-15, 2025! This year, the National Officers are excited to recognize your incredible contributions to the FBLA community through engaging online workshops, networking opportunities, and exciting prizes.

FBLA Week is a pivotal moment in our membership year, and we've crafted this comprehensive toolkit to help you make the most of this celebration. This resource is designed to guide you and your members through:

- Preparing for FBLA Week events
- Promoting FBLA and FBLA Week at your school and in your community
- Understanding how to participate in the activities planned by the National Officer Teams

Get ready for seven extraordinary days filled with connection, learning, and FBLA spirit!

Stay informed by regularly checking your email, the FBLA Week webpage, and our national social media accounts.

We are so excited to see you in February!



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# FBLA Week at a Glance



## Before FBLA Week

- Watch the *FBLA Week preview video*, in which the National Officers highlight the week's many festivities. This video will be available in mid-January on the [FBLA Week website](#).
- Raise money for the *Crossing America, Conquering Alzheimer's activity*. Chapters can raise money for the Alzheimer's Association and are encouraged to plan a fundraising event for their members. Chapters will report the amount raised and provide documentation on the [Crossing America, Conquering Alzheimer's Form](#).
- Make sure your state officers and leaders know of your accomplishments so they can share them in the *state chapter success stories*.
- Encourage students to create an *adviser and state leader thank you graphic* with a photo and submit it via this [form](#) by February 1.
- Ask your local and state officials to *proclaim February 9–15, 2025, as FBLA Week*. View a sample proclamation [HERE](#).
- *Alert local news media* to your FBLA Week plans. Find a sample press release [HERE](#).
- *Order FBLA-branded products* at [fbla.org/shop](#) to show your FBLA spirit throughout the week!
- *Inform your community*. Be sure your school, school district, and local community know about FBLA Week.
- Log on to Goosechase to *complete missions as a chapter*. Chapters that participate can earn a digital badge and digital certificate. The Race to FBLA Week challenge will run January 22 to February 9. Specific instructions for participating are available in the [Before FBLA Week checklist](#) on page 7.

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## Service Sunday: February 9, 2025



- **Description:** Join your National Officers and complete the *Crossing America, Conquering Alzheimer's activity* to fulfill one of the tenets of FBLA's mission: service. The total money raised during this competition will be shared during the National Presidents' Forum on February 12.
- **Middle School, High School, & Collegiate Task:** Members will complete the *Crossing America, Conquering Alzheimer's community service activity* and post about their experiences on Instagram, utilizing the [#FBLAWeek2025](#) hashtag. The national Instagram account will share some of these highlights. The top local chapter in each division will be recognized. Middle School and High School members: cheer for your regions as the totals come in!

# FBLA Week at a Glance

## Marketing Monday: February 10, 2025



- **Description:** Celebrate FBLA and highlight everything that you gain from being a member.
- **Middle School, High School, & Collegiate Task:** Highlight members wearing FBLA attire on social media. Local chapters will have the opportunity to compete in a [video pitch contest](#) about the benefits of FBLA for their division. One winning entry for each division will be announced, and the winning videos will be featured on the FBLA website. Will your chapter's video be one of our winners?

## CTE Tuesday: February 11, 2025



- **Description:** Connect with current and past National Officers, the national FBLA Middle School Student Leadership Council, and other FBLA members through fun and unique programming, including a *Middle School Game Night* and a *CTE Alumni Career Panel for High School and Collegiate members*.
- **Middle School Task:** Members will have the chance to network during a trivia game night beginning at 6:00 PM ET. Have fun and win some FBLA swag! Click [HERE](#) to register.
- **High School & Collegiate Task:** Members can join a lively CTE career panel discussion beginning at 7:30 PM ET. Register [HERE](#). Prizes will include FBLA merch.

## Why Wednesday: February 12, 2025



- **Description:** Preview the rest of the program year, including the Collegiate National Leadership Conference (NLC) in Dallas, Texas, the Middle School & High School NLC in Anaheim, California, as well as other National Officer programs through the National Presidents' Forum. *Encourage members to share "why" they are involved in FBLA* on social media using the hashtag #FBLAWeek2025.
- **Middle School, High School, & Collegiate Task:** Members can join the [National Presidents' Forum](#) at 7:00 PM ET to learn more about how to enhance their involvement within the organization and get a sneak peek at the 2025 NLCs. We'll also celebrate "why" it's great to be a part of FBLA and announce the winners of the Crossing America, Conquering Alzheimer's fundraising contest. And we'll launch a contest for chapters to suggest and design themes for the 2025-26 program year. Chapters may also submit entries for a Why FBLA poster contest [HERE](#). One winner will be selected for each division.

# FBLA Week at a Glance

## Thankful Thursday: February 13, 2025



- **Description:** Thank local chapter advisers and state leaders by sharing videos and/or photos on social media.
- **Middle School, High School, & Collegiate Task:** Members will *thank advisers and state leaders for their commitment to the organization* by posting stories, photos, and/or videos to their Instagram accounts using the hashtag #FBLAWeek2025. They are also encouraged to submit a thank you graphic with a photo with their adviser/chapter leader on [this form](#) by February 1. Their responses may be featured on the National social media accounts.

## Fundraising Friday: February 14, 2025



- **Description:** Chapters will have the opportunity to share their fundraising success stories. A resource guide to help chapters raise money to attend the NLC will also be launched on this day.
- **Middle School, High School, & Collegiate Task:** Members will close out the school week by [attending a chapter success fundraising panel](#) to hear updates and get new ideas from some of our fundraising partners.

## Success Saturday: February 15, 2025



- **Description:** End FBLA Week with a celebration of your chapter's accomplishments by tagging [@fbla\\_national](#) on Instagram and using the hashtag #FBLAWeek2025.
- **Middle School & High School Task:** The High School Regional Vice Presidents will highlight [state chapter success stories](#) through social media. Stay tuned for chapters to be recognized on the National Instagram page.
- **Collegiate Task:** The Collegiate National Officer Team will highlight local chapter success stories through social media.

# Before FBLA Week



## CHECKLIST

- Watch the FBLA Week preview video in which the National Officers highlight the week's many festivities. This video will be available in mid-January on the [FBLA Week website](#).
- Raise money for any fundraising project to benefit the Alzheimer's Association in the Crossing America, Conquering Alzheimer's activity from January 5 to February 9.
- Make sure your state officers and leaders know of your accomplishments so they can share them in the [state chapter success stories](#).
- Encourage students to create an adviser or state leader thank you graphic with a photo and submit it via this [form](#) by February 1.
- Ask your local and state officials to proclaim February 9-15, 2025, as FBLA Week. View a sample proclamation [HERE](#).
- Alert local news media to your FBLA Week plans. Find a sample press release [HERE](#).
- Order FBLA products at [fbla.org/shop](#) to show your FBLA spirit throughout the week!
- Sponsor a Blue and Gold Day for members to wear FBLA colors at your school.
- Tour a local business or sponsor a job-shadow day.
- Make sure your school and community know about FBLA Week:
  - Put up flyers and/or posters announcing FBLA Week around your building or campus. Your Student Government Association may be a helpful partner in this.
  - Submit a segment to your school's morning news program or request that FBLA Week be included in your school's morning announcements. Submit an article to your campus newspaper.
  - Submit an item to your school's faculty announcements with details about how long your FBLA chapter has been active at your school, how many members you have, and some of your recent accomplishments.
  - Hold an interest meeting and invite potential new FBLA members to attend FBLA Week events.
  - Follow the other suggestions in the media outreach section later in this document.
- Log on to Goosechase to complete missions as a chapter in the Race to FBLA Week. Chapters that participate can earn a digital badge and certificate. The Race to FBLA Week Goosechase chapter challenge will run January 22 to February 9.
  1. Download the Goosechase [iOS](#) or [Android](#) app.
  2. Log in. New to Goosechase? Sign up for an account or play as a guest.
  3. Search for this Experience by the code for your division and click Let's Go.  
Middle School: **W3WWS1** | High School: **H5A4QF** | Collegiate: **U47MA5**
  4. Every chapter should create a team! Join your chapter's team or create a team for your chapter. Only one team should be created per chapter.\*
  5. Lastly, set yourself apart with a name and photo and click Save. Your name should be your 'Chapter Name – State'.\*

*\*Chapters that don't follow these instructions will not be eligible for awards.*



# SERVICE SUNDAY

**FEBRUARY 9, 2025**

## Description

Join your National Officers and complete the [Crossing America, Conquering Alzheimer's activity](#), fulfilling one of the tenets of FBLA's mission. We will share the total amount of money raised as part of the fundraising competition for this that took place during the National Presidents' Forum on February 12.

## Middle School, High School, & Collegiate Task

Members will participate with their chapters in any fundraising activity to benefit the Alzheimer's Association and post about their experiences on Instagram on February 9 utilizing the #FBLAWeek2025 hashtag. The national Instagram account will share some of these highlights.

## Checklist

Plan any fundraising activity for the Alzheimer's Association. [Forms](#) must be submitted by February 9 at 11:59 PM ET.

- Register your local chapter team [HERE](#). If you already have registered a team, continue raising money (Even if you are just doing a project, register your chapter so that the amount raised, or donations are recorded properly).
- Use the member contribution tracking form [HERE](#) or Download the ALZ Fundraising app for [iOS](#) or [Android](#).
- Complete and submit the FBLA Chapter Crossing America, Conquering Alzheimer's Community Service activity form [HERE](#).
- Be sure to follow your school/school district/campus policies for activities.
- Encourage your chapter members to post their photos while participating in the fundraising activity to Instagram, tagging [@fbla\\_national](#) and using the #FBLAWeek2025 hashtag.
- Have your students journal about their experience. Why is it important for business leaders to give back to and support their local communities?

## Planning Notes:

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# MARKETING MONDAY

## FEBRUARY 10, 2025

### Description

Celebrate FBLA and highlight everything that you gain from being a member!

### Middle School, High School, & Collegiate Task

Highlight members wearing FBLA attire on social media. Local chapters will have the opportunity to compete in a [video pitch contest](#) about the benefits of FBLA, and one winning entry from each division will be announced this day. Winning videos will be featured on the FBLA website. Will your chapter's video be one of our winners?

### Checklist

- Submit your chapter's video link [HERE](#).
- Use this [zoom template](#) for virtual meetings and activities.
- Encourage your students to market themselves through FBLA with FBLA spirit gear, resume building, and FBLA programs.
- Sponsor a Member Appreciation Day and gift members with an FBLA-branded item. Click [HERE](#) for the FBLA Shop.
- Market your chapter by sponsoring an open house meeting for members, parents, and administrators where your officers conduct the [Emblem Ceremony](#) and present a slide presentation of the different activities and projects that your chapter has been involved with throughout the year.
- Have a guest speaker for a chapter meeting to talk about how to update your personal brand including creating a LinkedIn profile to market yourself.
- Establish a special FBLA information booth in a common area staffed by FBLA members. Attract students with [flyers](#) and give-a-ways such as candy.
- Print [letterhead](#) for your chapter and [business cards](#) for your members.
- Follow us on our social media channels



@FBLA\_National



/Future-Business-Leaders-America

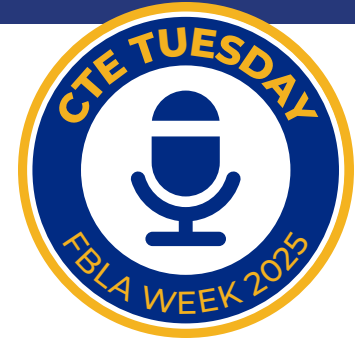


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### Planning Notes:

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# CTE TUESDAY

## FEBRUARY 11, 2025

### Description

Connect with current and past National Officers, the national FBLA Middle School Student Leadership Council, and other FBLA members through fun and unique programming, including a Middle School Game Night and a CTE Alumni Career Panel for High School and Collegiate members.

### Middle School Task

Members will have the chance to network with other FBLA members and the national FBLA Middle School Student Leadership Council with a trivia game (FBLA, careers, etc.) networking night beginning at 6:00 PM ET. Have some fun and win some FBLA swag! Click [HERE](#) to register.

### High School & Collegiate Task

High school and Collegiate members can join a lively CTE career panel beginning at 7:30 PM ET. Register [HERE](#). Prizes will include FBLA merch!

### Checklist

- Share the details for the trivia game networking night and career panel sessions with students.
- Middle School:** Encourage everyone in your school to dress up for their future career on this day.
- High School:** Ask members to research a career that interests them. The [myOptions Encourage platform](#) can help High School members look at potential career fields, as well as colleges and scholarship opportunities. Have students identify someone who is successful in their chosen field and summarize how that person achieved success. Then, have students reflect on what they should do now to prepare for their future career.
- Collegiate:** Make sure members are registered for the career panel and have questions ready to ask the panelists.

### Planning Notes:

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# WHY WEDNESDAY

**FEBRUARY 12, 2025**

## Description

Preview the rest of the program year, including the National Leadership Conferences (NLC) in Dallas, Texas for Collegiate and in Anaheim, California for Middle School and High School, as well as other National Officer programs through the National Presidents' Forum. Encourage members to share "why" they are involved in FBLA on social media using hashtag #FBLAWeek2025.

## Middle School, High School, & Collegiate Task

Members can [sign up](#) to join the National President's Forum at 7:00 PM ET to learn more about how to enhance their involvement within the organization and get a sneak peek at the 2025 NLCs. We'll also celebrate "why" it's great to be a part of FBLA, and we'll launch a contest for chapters to suggest and design themes for the 2025-26 program year.

## Checklist

- Ensure students know how to log onto the [National Presidents' Forum](#) at 7:00 PM ET. Consider hosting a watch party at your school with snacks and fun prizes!
- Ask students to share "why" they love FBLA. Create a large heart-shaped card or a poster to hang in your classroom where students can write their answers. Submit an entry for the poster contest on "Why FBLA?" One prize will be awarded to each division. Submit your chapter's entry using the form [HERE](#).
- Have students make and share a "why I love FBLA" video on Instagram and tag it with #FBLAWeek2025. Encourage them to provide specific examples of how FBLA has given them skills to become workforce ready or overcome challenges. This is a great chance for students to practice their elevator speech for FBLA. The National Center will share some of these on the national page.
- Encourage students to wear pink to show their love for FBLA.
- Host an interest meeting for FBLA at your school. Encourage your students to share stories about how FBLA has helped them develop in their personal and professional lives. Play [this video](#) to promote the 2025 Middle School & High School NLC.
- Display merch from the [FBLA Shop](#) and order some items for giveaways.
- Review the [past FBLA themes](#) and encourage students to suggest theme names and designs for the 2025-26 program year. Your chapter could be recognized at the 2025 NLC!

## Planning Notes:

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# THANKFUL THURSDAY

## FEBRUARY 13, 2025

### Description

Thank local chapter advisers and state leaders by sharing videos and/or photos on social media.

### Middle School, High School, & Collegiate Task

Members will thank advisers and state leaders for their commitment to the organization by posting stories, photos, and/or videos to their Instagram accounts. They will also be encouraged to submit a thank you graphic with a photo with their chapter adviser/state leader on [this form](#) by February 1. Their responses may be featured on the national social media accounts.

### Checklist

- Members can write thank you notes to local chapter advisers and/or state leaders to express their gratitude.
- Chapter officers can plan an appreciation breakfast, luncheon, or other celebration for their local chapter adviser.
- Encourage students to dress up as the FBLA advisers they are thankful for.
- Have students share messages of thanks on social media and tag their chapter adviser, school, and state FBLA.
- Let your director of student activities, department chair, and/or principal know about these messages, so they can include them on the school's social media accounts.
- Enjoy the appreciation from your students. You work hard all year, and they recognize it. You are helping to shape and inspire lives. Thank you!

### Planning Notes:

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# FUNDRAISING FRIDAY

## FEBRUARY 14, 2025

### Description

Chapters can attend a [fundraising panel webinar](#) at 7:00 PM ET with FBLA chapters that have held successful projects to help fund their chapters' journeys to State and National Leadership Conferences. Our official fundraising partners and financial aid opportunities will also be highlighted.

### Middle School, High School, & Collegiate Task

Members will close out the school week by attending a fundraising panel webinar. Sign up [HERE](#).

### Checklist

Members will close out the school week by attending a fundraising panel webinar.

- Click [HERE](#) for a fundraising guide.
- Sponsorships are often a great way to help chapter fund students to attend State and National Leadership Conferences. Have your students make a list of businesses that they could reach out to for potential sponsorships.

### Planning Notes:

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# SUCCESS SATURDAY

## FEBRUARY 15, 2025

### Description

End FBLA Week with a celebration of your chapter's accomplishments by tagging [@fbla\\_national](#) and using the hashtag [#FBLAWeek2025](#).

### Middle School & High School Task

The High School Regional Vice Presidents will highlight [state chapter success stories](#) through social media. Stay tuned for chapters to be recognized on the National Instagram page!

### Collegiate Task

Collegiate State Officers will participate in the [State Officer Summit](#) from 11:00 AM to 1:00 PM ET.

### Checklist

- Have your students follow FBLA's social media accounts to see state chapter success stories. Ask students for one idea your chapter could complete in the remainder of the 2024-25 program year.
- Have your students prepare a presentation about your chapter's achievements to show at a local chapter meeting.
- Click [HERE](#) for a Chapter Success Starters guide.

### Planning Notes:

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# School, Community, & Media Outreach



Making sure your school, community, and the local media know about FBLA Week is a great way to share with others the important work your FBLA chapter is doing, to nurture community connections, to promote the need for career and technical education in schools, and to build awareness of FBLA's mission nationwide.

## CHECKLIST: Your School

- Put up flyers and/or posters announcing FBLA Week around your building or campus.
- Submit a segment to your school's morning news program or request that FBLA Week be included in your school's morning announcements.
- Encourage the school newspaper or newsmagazine to write an article about your FBLA chapter, using FBLA Week as a news hook. Talk with them about the history of your chapter, your current leaders, and activities, and refer them to [fbla.org](http://fbla.org).
- Submit an item to your school's faculty announcements with details about how long your FBLA chapter has been active at your school, how many members you have, and some of your recent accomplishments.
- Post FBLA Week activities and photos on social media. Ask your colleagues, department chair, and/or principal to post information on school social media accounts and the school website.
- Let your department chair, principal, and local school district know about activities you have planned for FBLA Week. Many school districts have newsletters to share activities going on within their schools, so this is a great opportunity to bring awareness to what your chapter is doing.
- Invite your department chair, dean, principal, and/or superintendent to join your chapter for an FBLA Week activity. Even if they can't make it, they will learn more about the great things you and your students are doing in the classroom and community.






## CHECKLIST: Your Community

- Announce FBLA Week on community blogs and share information about FBLA Week activities with community leaders and organizations such as your local chamber of commerce.
- Hold an Open House for members of your community to learn more about FBLA.
- Ask members of your community to hold an event for your students to learn more about career opportunities at their company or in their field.
- Ask members of your community to partner with your chapter on fundraising and community service projects. This could include matching fundraising donations, providing supplies (such as flyers or donation boxes) to help fundraising efforts, promoting your fundraising effort in the community, hosting an off-campus drop-off site for donations, and/or hosting an off-site community service project.

# School, Community, & Media Outreach

- ❑ Reach out to your elected representatives (e.g., city council member, state legislators, governor) and your members of Congress to let them know about FBLA Week and the activities your students will be engaging in. Write or call them, identifying yourself as a constituent and an FBLA adviser. Invite them or a member of their staff to speak at or attend your event.
- ❑ Reach out to members of the Congressional Career & Technical Education Caucus and let them know how your chapter will be celebrating FBLA Week. Highlight your specific activities and recent accomplishments.
- ❑ Ask your local and state government leaders to issue an official proclamation for FBLA Week. Give them the dates and an explanation of FBLA Week when making your request. View a sample proclamation [HERE](#).

## CHECKLIST: The Media

- ❑ [Personalize this press release template](#) to send to local news organizations about FBLA Week. Tailor it to your chapter's activities. Send it to local media about one to two weeks before the event by email and follow up emails with phone calls and social media tags. When reaching out to the media, you may want to contact reporters who cover education, business, community events, or have an FBLA connection if known.
- ❑ Ask your chapter president to write an op-ed for your local newspaper about the positive impact FBLA has had on their middle school, high school, or college experience. Op-ed lengths will vary but are generally 750–800 words. Look for more information on writing an op-ed [HERE](#).
- ❑ Work with your school district. They may have certain rules about media outreach; they are also likely to have someone on staff who may be able to help you craft your message and reach out to media contacts.
- ❑ Be sure to share any coverage you receive with FBLA on social media. We can't wait to see it! Our social media accounts are:
  -  X (formerly Twitter): [@FBLA\\_National](#)
  -  Instagram: [@FBLA\\_National](#)
  -  Facebook: [/FutureBusinessLeaders](#)
  -  YouTube: [@FBLA\\_National](#)
  -  LinkedIn: [/Future-Business-Leaders-America](#)



# Planning Notes



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