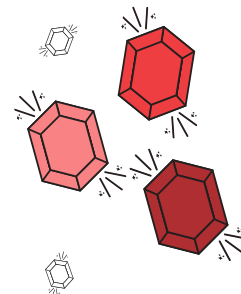


# TALK OF THE STATE



## Digging into Membership

Hello Montana FCCLA! One of the biggest questions among chapters all over is “how do I increase and retain membership?” Membership is extremely important to our organization. Without members we would simply not exist. That is why we have to come up with fun ways to keep current members engaged and different ways to get new members involved! FCCLA is a great organization so we should all work our hardest to reach as many people as possible.

### New Members

Increasing membership is our number one goal! That's why National FCCLA suggests implementing a ‘bring a buddy’ campaign. Encourage each of your members to bring at least one friend with them to a meeting to see if they enjoy it. You would be surprised at how many people stick around. They also suggest starting a new student orientation program. Being a new student in a school full of unfamiliar faces can be scary, but it can help a TON if they have friendly, welcoming faces to join. Another great idea to consider is to start a cross-membership program with other organizations in your school, such as FFA or BPA. This would be a mutually beneficial relationship for all organizations involved! Have your representative speak at another organization’s meeting about the benefits of FCCLA and then invite one of their members to speak during a FCCLA meeting about their organization. Not only could this lead to increased membership, but maybe even joint service prospects.

### Retaining Membership

Once you have membership it is incredibly important to maintain those members. Remember to keep your chapter active and participating. Plan activities to improve your community! You could participate in programs like Cole’s Pantry, put together food boxes for families in your community, or pack Christmas gifts for children in need. When you help others it feels good and that feeling will carry over to retaining members. Your chapter could also plan something fun for FCCLA Week and get the whole school involved. My chapter loves participating in these activities! They are both great group bonding experiences and a ton of fun. Give them a try, your chapter will enjoy them as well!

Good luck on your mission to recruit and retain new members!  
Remember to have fun with all that you do and your membership will grow!

- Gabby Heggem, VP of Membership

