

Breakout Room 2: Fundraising

- Use the Ohio FBLA Chapter Fundraising Guide, it includes:
 - Fundraising ideas + how to set these fundraisers up
 - Email & call templates to use for sponsorship outreach
- One of the easiest fundraisers to set up is Double Good Popcorn,
 - Completely virtual and requires no upfront cost
- Partner with local businesses for ongoing support
 - Lebanon High School works with Avenue of Flags
- The best way to form business partnerships is by starting with personal connections: ask parents/guardians if they know local business owners or friends who might sponsor
- Hosting community events reinforces chapter goals while raising funds
 - ex.) Ice Cream social or Movie Night + charged entry/registration
- Include your fundraising goals in your Program of Work (POW) to keep them tied to your chapter's mission
- Create a fundraising calendar to stay organized and ensure events are spread throughout the year
 - Set short-term goals (e.g., a semester plan) and long-term goals (e.g., year-long objectives) to guide your efforts
- Fundraising should not only generate money but also build long-term relationships, visibility, and support for the chapter

Breakout Room 3: Marketing

- Canva is an easy-to-use tool for creating professional, eye-catching graphics
- Instagram is the most effective platform to reach students
- Short video content (like Instagram Reels) captures attention quickly
- Featuring members on social media boosts engagement; people love seeing themselves and their friends highlighted
- Use school announcements and the school message board as additional channels to spread awareness of events and initiatives
- Consistent posting is key — use a social media calendar to stay organized and maintain steady engagement