



Marketing Strategy Calendar 2017-2018

August & September: Membership Recruitment

#JoinFCCLA

Membership with FCCLA inspires students as they prepare for college and careers. Share your stories and encourage others to #JoinFCCLA as they begin the new school year.

Actions to consider: ♦Promote PSA ♦Host an informative membership display at your back to school night ♦Invite potential members to an information chapter meeting and provide food

October: Kindness Matters

#FCCLAcared

Being kind and making a difference in people's lives inspired others to do the same. Show others that #FCCLAcared and inspire them through random acts of kindness, community service, or educational activities.

Actions to consider: ♦ "Catch" others being kind and celebrate their actions ♦Find a need in your community and host a Lead2Feed community service project ♦ Educate on the dangers of bullying using the national program STOP the Violence

November: Service

#FCCLAgives

Servant leadership can change the life of an individual and impact those in a community. #FCCLAgives by identifying and meeting needs that will help others to be inspired

Actions to consider: ♦ Encourage chapters to share their community service stories ♦ As you kick off the holiday season show why you're thankful ♦ Submit your stories for *Teen Times*, FCCLA in Action

December: Family

#FCCLAfamily

Family is the central focus of FCCLA and can be an inspiration in every individual's life. Encourage others to celebrate time spent with family members, friends, and #FCCLAfamily

Actions to consider: ♦ Share your family recipes on Pinterest ♦ Host a holiday party using the recipes ♦ Plan and prepare a meal with your family ♦ Send inspirational holiday cards

January: Career

#FCCLAcareers

FCCLA inspires each member to prepare now for their future career. Explore #FCCLAcareers by participating in Competitive Events or National programs; attending workshops and obtaining leadership training at National meetings; and making connections with industry professionals.

Actions to consider: ♦ Encourage your chapter to host a career fair ♦ Highlight competitive events ♦ Host a career day and invite local industry professionals

February: Discover

#DiscoverFCCLA

Celebrate how you and your fellow members #DiscoverFCCLA. Participate in FCCLA Week and show your FCCLA spirit in order to inspire others to join.

Actions to consider: ♦ See FCCLA week daily themes ♦ Promote CTE Month ♦ Share scholarship opportunities

March: Health & Wellness

#FCCLAgetshealthy

During National Nutrition Month, #FCCLAgetshealthy with inspirational goals pertaining to health and wellness. Educate others to eat right, be fit, and make healthy choices in their day-to-day lives.

Actions to consider: ♦ Establish daily goals - Move It Monday: Weights, cardio, stretching / Tasty Tuesday: Cook a nutritious meal / Wellness Wednesday: Mental health awareness / Tracker Thursday: Track 10,000 steps using your phone or pedometer / Family & Friends Friday: Focus on healthy relationships

April: Financial Literacy

#FCCLAFinance

Financial literacy is the key to success in your families and future careers. Use your #FCCLAFinance knowledge to inspire others to become financially fit.

Actions to consider: ♦ Prepare a budget for summer savings and spending ♦ Track spending habits ♦ Plan a budget for next year with your leadership team

May: Teen Traffic Safety

#FCCLARoadsafety

Let FCCLA teen traffic safety lessons help you prepare for your time on the road this summer. Take your #FCCLARoadsafety skills with you as you inspire others to be safe as they travel.

Actions to consider: ♦Host a seatbelt check at your school ♦Share traffic crash statistics daily during the month ♦Host a mock crash scene involving community safety leaders and personnel ♦ Vehicle safety check education

June/July: Connect

#FCCLAconnects #2018NLC

Stay connected over the summer months with your FCCLA family. One way #FCCLAconnects its members is through conferences! Be inspired as FCCLA Unites in RED in Atlanta, Georgia, for #2018NLC.

Actions to consider: ♦Promote Nashville 2017 NLC ♦Wish the NEC farewell by sharing a favorite memory & welcome the new NEC ♦Provide resources for members who don't attend NLC ♦Encourage members to share summer activities ♦Provide tips to stay active with FCCLA over the summer