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Sponsorship 101

Written by:
Tara Purdy
Vice President Representing
Colonial Region

Gaining sponsorships is a very important part of FBLA because every little bit of money helps. There are several ways to gain sponsorships outside of simply asking a business. You have to give them a reason to want to be a sponsor. For most businesses, the best reason will be to get their name out to people.

There are many different types of businesses that can be asked to be a sponsor; you don't just have to ask large companies. Asking smaller businesses will offer you the chance to not only help FBLA but also to help the business. By sponsoring an event, they will gain attention and hopefully new business. The larger the business the more potential for a bigger donation when asking them to sponsor.

In addition to businesses in your area, you can also ask friends and family if their place of work is interested in sponsoring. Your school is another route to take when trying to find a sponsor

as well as school board members. Another choice is to ask local organizations.

Ultimately there are a lot of options for getting sponsorships. Don't be afraid to leave your comfort zone, really engage with the people you meet with; show them that being a sponsor will not only help us but them as well.

Want more information on how to gain sponsors? Contact one of your FBLA State Officers!

<http://www.vafbla-pbl.org/>
<http://www.fbla-pbl.org/>



Get to Know Your

2015 - 2016 Virginia State Officer Team

Ryan Apigian

Position: President
High School: Robinson Secondary School
Region: Northern Virginia Region
Hobbies/Activities: Crew Rowing

Miranda Bolt

Position: Vice President at Large
High School: Floyd High School
Region: VWCC Region
Hobbies/Activities: Dance

Sean Howard

Position: Secretary/Treasurer
High School: Riverbend High School
Region: Germanna Region
Hobbies/Activities: Hanging out with friends

Camber Thornhill

Position: Reporter
High School: Giles High School
Region: New River Region
Hobbies/Activities: Softball and Outdoor Activities

Isaias Noda

Position: Parliamentarian
High School: Robinson Secondary School
Region: Northern Virginia Region
Hobbies/Activities: Playing the guitar

Monica Wuhrer

Position: Corresponding Secretary
High School: Robinson Secondary School
Region: Northern Virginia Region
Hobbies/Activities: Drawing

Sarah Patton

Position: Vice President Representing the VSU Region
High School: Matoaca High School
Region: VSU Region
Hobbies/Activities: Spending time with friends

Karena Oner

Position: Vice President Representing the Northern Virginia Region
High School: Robinson Secondary School
Region: Northern Virginia Region
Hobbies/Activities: Writing

Katherine Vaughn

Position: Vice President Representing the Germanna Region

High School: Brentsville District High School

Region: Germanna Region

Hobbies/Activities: Riding Horses

Halley Stapleton

Position: Vice President Representing the UVA College at Wise Region

High School: Virginia High School

Region: UVA College at Wise Region

Hobbies/Activities: Spending time at the beach

Nathan Salamonsky

Position: Vice President Representing the Longwood Region

High School: Powhatan High School

Region: Longwood Region

Hobbies/Activities: Golf and FBLA

Olivia Kinser

Position: Vice President Representing the New River Region

High School: Tazewell High School

Region: New River Region

Hobbies/Activities: Band

Christopher Emodi

Position: Vice President Representing the Tidewater Region

High School: Landstown High School

Region: Tidewater Region

Hobbies/Activities: Anything with his friends

Willow Pederson

Position: Vice President Representing the Capitol Region

High School: West Point High School

Region: Capitol Region

Hobbies/Activities: Chorus

Cana Curtis

Position: Vice President Representing the Shenandoah Region

High School: Sherando High School

Region: Shenandoah Region

Hobbies/Activities: Arcade

Tara Purdy

Position: Vice President Representing the Colonial Region

High School: Gloucester High School

Region: Colonial Region

Hobbies/Activities: Being with friends

Rachel McDaniel

Position: Vice President Representing the VWCC Region

High School: Floyd High School

Region: VWCC Region

Hobbies/Activities: Soccer and Playing Music

Benefits of Sponsors to My School

Written By:

Rachel McDaniel

Vice President Representing VWCC

Sponsors can contribute to the success of your local FBLA chapters. These important companies/people can help your chapter in multiple ways. In my local chapter at Floyd County High School, our biggest sponsor is Shelor Motor Mile. Shelor Motor Mile is a car dealership based out of Christiansburg, Virginia. They sponsor us through their “Growing The Future Community Partnership”.

One of the biggest ways this sponsor supports our school, is giving vouchers for buying cars from their dealership. If a teacher/administrator buys a car from this dealership they will receive 500 dollars off the price of the vehicle and 500 dollars is given to FCHS. If any support staff from our county buys a car, they will get 250 dollars off the car and 250 dollars will be given to the school. Finally, if students or parents of students buy a car our school will

be given 100 dollars.

Another way Shelor Motor Mile helps us, is they donate two brand new cars a year to our area. We simply sell one dollar raffle tickets, in which all the proceeds sold go to our local FBLA chapter. In the fall and in the spring, Shelor Motor Mile takes all the raffle tickets sold by the NRV schools, and picks one winner of a brand new car. This is a huge fundraiser for our chapter, and helps us pay for FBLA events such as the State and Regional Conferences. activities.

The final way Shelor Motor Mile helps us, is through the Growing the Future Talent Show. This talent show is divided into two sections. Shelor Motor Mile has always been a huge help to me and my chapter!

Virginia FBLA Social Media Buzz Squad

The Virginia Social Media Buzz Team is a group of 6 State Officers.

Ryan Apigian (State President)

Monica Wuhler (State Corresponding Secretary)

Karenna Oner (State VP Representing NOVA)

Nathan Salomonsky (State VP Representing Longwood)

Camber Thornhill (State Reporter)

Halley Stapleton (State VP Representing UVa's College at Wise)

Stay in contact and keep up to date with information from your state team!



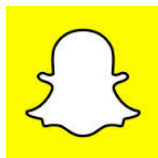
@Virginia Future Business Leaders of America FBLA



@VAFBLAPBL



@VAFBLA



The Social Media Buzz Squad is currently in progress to obtain a Snapchat and a Wufoo account for continuous involvement with all Virginia members!
Stay tuned for more information!



Sponsorships Tips and Tricks

Sponsorships can be a tricky task to members who are new to the organization. They can also be tricky to veteran members. Sponsors are a big part of any organization. Here are a few tips and tricks to help you with obtaining sponsors.

- Make sure the sponsor knows who you are and who you are representing. You always want the sponsor to be informed of you and the organization.
- Give the sponsor your contact information. You never know when they may have questions or concerns.
- There is a wide variety of people you can contact
 - Local Businesses
 - Local/Regional Advisers and Directors
 - Local FBLA Advisers/Regional Officers
 - School Board Members
 - School Board Members
 - Community Organizations
- Always write a thank you letter to the sponsor. Make sure they know you are thankful for their donation.

For more information on sponsors contact your regional director or any state officer!

Popular Fundraisers

Written By:

Sean Howard

Secretary-Treasurer

There are endless fundraisers for your FBLA chapter, but the first step is choosing the best fundraiser for your chapter. One chapter might want to have one hundred percent profit with an event they created entirely themselves with very little spending, while others want to spend money on fundraising catalogs, like Yankee Candle or TOM WAT, to make a lesser profit. The nice thing about fundraisers is that there are an endless amount of them, and you get to choose the ones that fit your chapter best. As mentioned, fundraising catalogs are popular choices; but most of those who purchase from a catalog are family members and other adults, rather than high school students. However, bake sales, doughnut sales, popcorn sales, or hot breakfast fundraisers are popular choices that appeal to most high school students. Other popular ideas include “give-it-up” events in which donors give up something for a specified amount of time based on their donation,

and the ever-popular car wash. Also, the holidays are a perfect time for themed fundraisers, like wreath sales and wrapping stations around the holiday season. Here is a short list of the endless possibilities for fundraisers:

Bake sale

Car wash

Carnival (winter and summer)

Craft fair

Chocolate sale

Doughnut sale

Gift card sales

Gift wrap station

Holiday wreaths

Hot Breakfast sale

Loose-change fundraiser (for March of Dimes!!!)

School dance

Silent auction

Talent show

No matter what type of fundraiser you choose, remember to have fun with it, and always seek approval from your school’s administrator because no two schools are the same. Good luck on your next fundraiser!

Sponsored Fundraisers

Written by:

Monica Wuhler

State Corresponding Secretary

As great and hardworking as local FBLA chapters are, one thing will always benefit the organization: money. It allows chapters to expand their efforts and do more with their FBLA activities. But where does this money come from? Fundraising is an option which allows chapters to earn money while still allowing their members to demonstrate leadership skills and practice planning campaigns and events. Fundraising is at the core of every successful FBLA chapter and can be used to benefit any number of projects. Service projects such as Lead2Feed and Project ASK require fundraising in order to prosper and allow students to utilize their leadership potential and create amazing projects. Fundraising can take on many different forms, including utilizing FBLA partners, school-sponsored events, and donations.

FBLA has several fundraising partners, including Crazy about Cookies, Krispy Kreme, Popcorn Palace, and Schermer Pecans. Even well-recognized brands such as these have fundraising programs and allow for name-brand marketing. These partners provide a mutually beneficial fundraising dynamic in which they provide products to be sold by

FBLA members to members of their communities in return for a fraction of the profits. Not only does this allow for an effective and efficient fundraising tool, but it allows students to practice their sales and marketing skills. Chapters are encouraged to utilize these programs as their needs require, and more information about each partner can be found on their websites.



Many schools allow community organizations to fundraise at school sponsored events such as sports games and more. Concessions require members to volunteer time operating the stand. Members may either provide all items sold or get 100% of the profit or partner with another organization for a lesser percentage of the profits. Bake sales, car washes, cake-walks, and T-shirt sales are all popular ideas for fundraisers which may take place at school.

Finally, donations are simple and effective contributions to FBLA local chapters. Students may solicit donations from local businesses or even community members in a number of ways, fitting the occasion and need of the chapter. Many local businesses are eager to get involved in community organizations and FBLA is no exception. Donations are tax-deductible too! However, donations do not always have to be in monetary form. Local businesses may be able to provide food or prizes that may be used in FBLA activities. Never buy anything you don't have to; simply utilize professionalism and show all of the benefits of donating to FBLA. Donations may also include spon-

FBLA, such as marketing, budgeting, professionalism, and sales. Many fundraising efforts can be expanded from short term events to long term sponsors and may be incorporated into any FBLA activities. Research the fundraising opportunities available to your chapter and determine what could benefit your members the most.



sorships, or long-term relationships with businesses. Sponsors may be advertised at FBLA events to recognize and thank them for their contributions to the chapter. Just remember to always be professional, polite, and save your chapter money.

Sponsored fundraisers are crucial to supporting chapter activities and expanding opportunities for FBLA members. They provide sources of financing for the chapter and encourage member to utilize the professional skills learned in

