

# Recruit & Retain Membership



1. Informational meeting with food
2. Discount off membership dues if submitted by a deadline
3. Send a letter or handout to newly admitted or prospective students
4. Have an informational booth at different college and university functions and target all majors
5. Have a social or icebreaker before or after meetings (and food!)
6. Invite speakers to come speak at chapter meetings and promote to all students campus-wide
7. Promote chapter events through campus correspondence (all student emails, bulletin boards, etc.)
8. Incentives if you help gain new members (get 3 new members to join, you get a chapter t-shirt)
9. Have PBL members meet prospective students on campus visits to share the benefits of FBLA-PBL
10. Publicize member and chapter accomplishments in all media forms
11. Encourage your friends, classmates, and other students to join and invite them to a PBL function
12. Visit local high schools and give a presentation about the benefits of joining PBL at the post-secondary level
13. Secure a permanent bulletin board and display case and update it regularly to catch student's attention
14. Give presentations to college classes for 5 minutes and invite them to your next meeting
15. Hold a join meeting or event with a related club on your college campus and distribute information about PBL