

FBLA ARIZONA PROGRAM OF WORK 2021-2022

Social Media Engagement

A. Utilize Tik Tok

B: Post 10 Tiktoks by 10/22/21

I: Post 25 Tiktoks by 01/28/22

G: Post 40 Tiktoks by 05/02/22

B. Alumni Engagement

Alumni Interview Series

B: Publish 3 Interview Series by 11/5/22

I: Publish 5 Interview series by 12/17/22

G: Publish 8 alumni interviews by 2/11/22

Alumni Contacts

B: 15% Alumni Member Increase by

I: 30% Alumni Member Increase by

G: 50% Alumni Member Increase by

C. Interactive State Officers Series

B: Post 8 Takeovers by 11/30/21

I: Post 8 "Guess the State Officer" by 3/12/22

G: 16 Posts Total by 3/12/22

Finance and Sponsorship

A. Officers meet x Funds

B: Raise \$1,400- \$175 per officer (175×8)= \$1,400

I: Raise \$2,800- \$350 per officer (350×8)= \$2,800

G: Raise \$4,200- \$525 per officer (525×8)= \$1,400

B. Obtain sponsorship funds from businesses

B: Collect \$2,400- \$300 per officer (300×8)= \$2,400

I: Collect \$3,200- \$400 per officer (400×8)= \$3,200

G: Collect \$4,000- \$500 per officer (500×8)= \$4,000

C. Contact potential sponsors through email

B: Contact 80 sponsors by 8/31- 10 per officer (10×8)= 80

I: Contact 144 sponsors by 10/22- 18 per officer (18×8)= 144

G: Contact 280 sponsors by 12/2- 35 per officer (35 x 8)= 80

D. Contact potential sponsors through in-person meetings

B: Contact 40 sponsors by 8/31- 5 per officer (5 x 8)= 40

I: Contact 96 sponsors by 10/22- 12 per officer (12 x 8)= 96

G: Contact 324 sponsors by 12/2- 18 per officer (18 x 8)= 324

Member Resources

A. Member Meetings

Roundtables

B: Host 3 member roundtables (virtual) by 12/31/21

I: Host 6 local officer roundtables by 02/12/22

G: Connect with 50 members by 03/31/22

Event Preparation nights

B: Host 1 prep night by 09/03/21

I: Host 3 prep nights by 01/07/22

G: Host 4 prep nights by 03/25/22

B. State and National Programs

Gold Chapter Submissions

B: Increase Gold submissions by 5% by 03/18/22

I: Increase Gold submissions by 10% by 03/18/22

G: Increase Gold submissions by 15% by 03/18/22

BAA Submissions

B: Increase BAA submissions by 5% by 03/21/22

I: Increase BAA submissions by 10% by 03/21/22

G: Increase BAA submissions by 15% by 03/21/22

C. Middle Level

Lead Submissions

B: Increase LEAD submissions by 5% by 03/21/22

I: Increase LEAD submissions by 10% by 03/21/22

G: Increase LEAD submissions by 15% by 03/21/22

New competition videos

B: Post 4 videos by 10/25/21

I: Post 9 videos by 11/29/21

G: Post 16 videos by 1/3/22