

## **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 ( $175 \times 8$ )= \$1,400

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

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

#### ***B. Obtain sponsorship funds from businesses***

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

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

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

#### ***C. Contact potential sponsors through email***

**B:** Contact 80 sponsors by 8/31- 10 per officer ( $10 \times 8$ )= 80

**I:** Contact 144 sponsors by 10/22- 18 per officer ( $18 \times 8$ )= 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