

FBLA ARIZONA PROGRAM OF WORK 2022-2023

Community Engagement

A. Community Service Project

- B: 1 Community Service Project by 10/31/22
- I: 2 Community Service Projects by 12/31/22
- G: 3 Community Service Projects by 02/28/23

B. Develop Engaging Communication Service

- B: 50 Chapters Represented
- I: 85 Chapters Represented
- G: 115 Chapters Represented

C. Increase Member Interaction on Social Platforms

- B: Increase interaction on all social platforms by 5%
- I: Increase interaction on all social platforms by 8%
- G: Increase interaction on all social platforms by 12%

Leadership Development

A. Virtual Leadership Summit (Middle School & High School)

- B: 50 Members Attend
- I: 75 Members Attend
- G: 100 Members Attend

B. Officer Toolkit for Members - Uploaded by 09/31/23

- B: 2 Toolkits
- I: 3 Toolkits
- G: 4 Toolkits

C. Create Innovative Workshops

- B: 3 Workshops Created
- I: 5 Workshops Created
- G: 8 Workshops Created

Sponsorship

A. Obtain Sponsors

- B: Raise \$1,600 - \$200 per officer ($\$200 \times 8$)= \$1,600

I: Raise \$3,000 - \$375 per officer (375×8)= \$3,000
G: Raise \$3,800 - \$475 per officer (475×8)= \$3,800

B. Contact Potential Sponsors Via Email

B: Contact 80 sponsors by 9/9- 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 (35×8)= 280

C. Contact Potential Sponsors In-Person

B: Contact 24 sponsors by 9/9- 3 per officer (5×8)= 40
I: Contact 64 sponsors by 10/22- 8 per officer (12×8)= 96
G: Contact 96 sponsors by 12/2- 12 per officer (18×8)= 324

D. Contact Potential Sponsors Via Phone Call

B: Contact 120 sponsors by 9/9- 15 per officer (15×8)= 120
I: Contact 280 sponsors by 10/22- 35 per officer (35×8)= 280
G: Contact 440 sponsors by 12/2- 55 per officer (55×8)= 440

D. Reach Out to Business Industry Professionals for Judging

B: Reach out to potential judges
I: Reach out to potential judges
G: Reach out to potential judges