



## Membership Recruitment Competition Guidelines

**Description:** This chapter event involves displaying a chapter's membership recruitment plan and techniques.

**Guidelines:**

1. All Georgia affiliated FCCLA chapter members are eligible to participate.
2. Membership Recruitment displays will be based on membership recruitment techniques. The display should be informative and well organized. Techniques could include, but are not limited to: brochures, videos, T-shirts, newsletters or photos.
3. Table top displays should not exceed a space of 30" deep x 48" wide x 48" high. Floor displays should not exceed a space of 30" deep x 48" wide x 72" high. Displays should use the school/chapter name.
4. No electricity will be provided by Georgia FCCLA or the Georgia FFA-FCCLA Centers.
5. Displays will be set up during the Georgia FCCLA Fall Leadership Conference. Set up will take place from 8:00 – 9:00 am on Thursday, September 13<sup>th</sup> at Camp John Hope and between 8:00-8:30 and 10:00-10:15 for Covington. Judging will take place at 10:30 am. Display removal can happen after 1:30 pm. Chapters are responsible for placing and removing the display.
6. Judging criteria will include: Increasing awareness of FCCLA, recruitment effectiveness, display appearance, display organization, recruitment uniqueness.
7. Chapters will register for the event online during Fall Leadership Conference registration. One member should register from each chapter.
8. The winning design will be announced at the Fall Leadership Conference during the Awards Ceremony. First place will receive a \$50 prize, second place a \$25 prize and third place a \$15 prize.
9. Rubrics will not be returned to the school.

## Membership Recruitment Rating Sheet

School Name: \_\_\_\_\_ Judge Initials: \_\_\_\_\_

Criteria	Poor	Fair	Good	Excellent	Superior	Total Score
Display shows that awareness of FCCLA was increased	1	2	3	4	5	
Display shows the effectiveness of recruitment techniques	1	2	3	4	5	
Display appearance	1	2	3	4	5	
Display organization	1	2	3	4	5	
Uniqueness of membership recruitment techniques	1	2	3	4	5	
<b>TOTAL SCORE</b>						

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<b>TOTAL SCORE</b>						