



2019 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. Displays should use the school/chapter name. Chapters cannot use previously submitted displays. Display dimensions are as follows:

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.
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 be as follows:

Covington location: Wednesday, November 6th from 8:00 – 9:00 am in the Terry England Leadership Center

Camp John Hope location: Thursday, November 7th from 8:00 – 9:00 am in the Activity Center
6. Judging will take place at 10:30 am. Judging criteria will include: Increasing awareness of FCCLA, recruitment effectiveness, display appearance, display organization, recruitment uniqueness.
7. Display removal can happen after 1:30 pm. Chapters are responsible for placing and removing the display.
8. Chapters will register for the event online using this [Wufoo form](#). **Submissions are due by October 24th at midnight.**
9. The winning display 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. Prizes will be given to schools at both locations.
10. 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	
TOTAL SCORE						

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TOTAL SCORE						