



The following idea enabled the new Las Vegas High School Chapter increase membership from zero (0) to forty-three (43) over the course of one school year!

Don't just ask, encourage or persuade your members to join....*formally invite* them to become a part of FCCLA. At Las Vegas High School, chapter advisers Shannon Kelly Smith and Shannon Sheldon sent formal invitations to join the chapter to select students and their parents.

Students were selected based on their achievement in both family consumer science courses and academic subjects, enthusiasm towards education and overall attitude. The letter sent to parents on school letterhead highlighted this, in addition to the opportunities afforded by joining FCCLA. As an added incentive for the "inaugural" members, our department absorbed the cost of the first year dues (an awesome incentive if you can afford it....if you can't afford to offer this to everyone, raffle off a free year of membership). Ensure that the parent letters get mailed home via school mail, but have the student letters hand delivered to the students in another class. Time and time again students have shared that getting the letters during another class made their day. It makes the invitation that much more important/special.

Around 40 students attended our first informational meeting, and 29 students affiliated immediately, taking advantage of our offer of no dues for the first year.

As word started to get out about how much fun we were having, we did a second, less formal invitation. This time, we used brightly colored cardstock and created cards that said "Our Chapter Would Be 'Extra' Special If You'd Join". We glued sticks of "Extra" gum to the inside of the cards, and again invited students to attend an informational meeting. This netted another 14 students. (The second invitation did not include the offer of no dues for one year....these students paid their own dues.)

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