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CHAPTER 7

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CHAPTER 7:

Public Relations

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Public Relations

Every advisor and member associated with FCCLA contributes to the overall impression the public forms about the organization. The image that is presented to the public is directly influenced by the actions and efforts of individual members. How participants look, the first impression they make, and the manner in which they behave when representing FCCLA reflects directly on themselves, their chapter, their region and the entire State Association.

Public relations can be defined as any planned activity, project or informational item that communicates the goals, purposes and worth of the organization. The responsibility for a successful public relations program or campaign falls jointly upon the chapter officers, members, and the committees that plan and conduct FCCLA events and activities.

This chapter provides many suggestions for developing a public relations program that will create a lasting and favorable impression upon the public about the FCCLA program and activities.

You can sell FCCLA to others if you know your facts. As members, you should be able to answer these questions.

Do You Know Your Facts?

- ◆ **What is FCCLA?**
- ◆ **How does your chapter relate to the Family and Consumer Sciences Education program?**
- ◆ **What does the organization do?**
- ◆ **What is the value of FCCLA?**

The real measure of a successful chapter is evidenced by the membership roster, by what others say about the chapter, and by the support given to the chapter by parents, administrators and community members.

Putting Your Chapter in the Spotlight

Public relations should be integral to all FCCLA activities. A good public relations program informs, creates awareness and understanding, and promotes a favorable image of the entire organization. It is essential to your chapter's growth that you formulate a public relations program because every chapter needs the help of people outside the organization to accomplish special projects. You and your chapter will need to promote FCCLA in order to create community involvement and support. Public relations is the tool to do this.

Newspaper, radio, television, personal interviews and displays are all excellent means by which you can introduce the community to the importance of the organization and keep FCCLA in the spotlight. Read through this section carefully. Review the ideas with your chapter reporter as well so that you can plan an effective campaign that will be fun and exciting for the members involved.

Keep FCCLA in the Spotlight!

- 1. Newspaper stories and photographs***
- 2. Radio spot announcements***
- 3. Television spot announcements***
- 4. Personal interviews***
- 5. Displays and exhibits***

Telling the FCCLA Story

Your chapter image will be greatly enhanced within your school once students and the faculty understand how FCCLA is an integral part of the Family and Consumer Sciences instructional program.

During membership campaigns or California FCCLA Week, stress and publicize the goal and purposes of the organization so that people are aware that FCCLA has an important function in preparing students for their roles as family members, leaders, citizens and employees in today's society and workplace. A continuous effort to publicize this information should be the foundation of your public relations campaign.

All members of FCCLA should consider good public relations a part of the program. One way to do this is by incorporating public relations into the chapter through these steps:

1. Appoint a Public Relations committee at the beginning of the school year to publicize the chapter's activities. The Chapter Reporter should serve as chairperson of the committee.
2. Give the Chapter Reporter the specific responsibility of seeing that news stories, photos, radio and television announcements are sent to the local media. If possible, arrange to meet personally with the local news editor to explain your program and deliver the promotional and/or news-related material. It's important that personal contacts be made, rather than sending materials through the mail.
3. Make every effort to publicize the goal, purposes, and activities by involving as many people as possible through newspaper stories, radio and television programs.
4. Get to know the people in your community who can help you and provide support for the organization. (See the section on chapter resources for suggested community resources.)
5. At special events, take the opportunity to publicly recognize outstanding students and community members who support FCCLA by awarding them with Honorary Memberships or Certificates of Appreciation.
6. Be sure that FCCLA is included on the agenda of the Family and Consumer Sciences Department Advisory Committee Meeting. Have the chapter and member officers prepare and present a report of FCCLA Chapter and member activities and accomplishments.
7. Think of fund raising campaigns as an opportunity to gain support and promote the organization as well. While raising money in these activities, you're also developing community awareness.
8. Use the phrase "FCCLA Chapter" and not "FCCLA Club" in oral presentations and written communications. The word "club" projects a social purpose, rather than on education and leadership.
9. Encourage officers, members and advisors to wear the official uniform for all FCCLA activities when serving as representatives of the organization. The official uniform can create an identity for and awareness of FCCLA in the community.

Projecting a Professional Image

First impressions are often lasting impressions. An easy, effective way to have positive public relations is for members to exhibit appropriate social and business etiquette and wear the professional State Uniform. Members of FCCLA can ensure a positive image by following the guidelines developed by the State Executive Council. These guidelines are followed at all FCCLA activities and events:

Conduct

1. Members should conduct themselves in a manner which is of credit to themselves, their families and schools, as well as FCCLA. This includes respecting the rights and comfort of others in respect to manners, noise, language, and general conduct.
2. Members will follow the directions of adult supervisors and chaperones. They will be respectful and courteous in their speech and behavior.
3. No alcoholic beverages, unprescribed drugs, cigarettes, E-cigarettes or spit/smokeless tobacco, vaping or JUULing products in any form shall be in the possession of, or consumed by members at any time while representing FCCLA or attending FCCLA activities.
4. Members, their parents, and their chapters will be responsible for damages they incur while attending FCCLA activities or representing the FCCLA organization.
5. Advisors shall be informed by members of their activities and whereabouts at all times.
6. When traveling as a representative to the State Leadership Meeting and other FCCLA activities, members must be registered at the designated hotel.
7. Members will abide by the established curfew for each FCCLA activity. This includes being in the assigned hotel room by curfew.
8. Male and female socializing will be allowed in the designated areas as decided by delegates and advisors. Doors shall remain ajar and curtains open while socializing in individual guest rooms where both males and females are present.
9. If a student knowingly breaks the established rules which results in bodily harm to self or others or damage to facilities, the supervising advisors shall not be liable.
10. Instances of misconduct will be reported to advisors, parents/guardians, and proper school authorities.
11. In the event that a member does not follow these guidelines, the participation of that member in an FCCLA activity may be terminated. The expenses of telephone calls and return travel will be assumed by the member and his/her parents/guardians.

Official Dress

Because FCCLA representatives are expected to project a professional image, it is expected that all members will be neatly attired and well groomed at all times. Official dress is worn by members at all local, region and state activities.

Official dress consists of the red FCCLA blazer worn with the clothing designated below:

Option 1: Official FCCLA blazer worn with tailed black skirt or slacks, white blouse with a collar and FCCLA striped ascot. Flesh toned hosiery, black pumps or flats that have closed toes and heels.

Option 2: Black dress slacks, white shirt with a collar and a solid black FCCLA striped tie/ascot. Black dress socks and black dress shoes.

Note: Refer to the current *CRE Guide*, for specific dress-check information during Competitive Recognition Event activities.

Sharing FCCLA with Parents, Administrators and the Community

The most logical starting point for a good public relations program is in the home. Goals and current activities should be shared with parents. Parents who are invited to attend chapter meetings are more likely to become involved in and supportive of FCCLA activities. Many chapters encourage parents to attend meetings by awarding points to members who include their parents in these activities.

Because FCCLA functions as an integral part of the Family and Consumer Sciences Department, the program and activities should be planned with the total school calendar in mind. All events should be approved by the appropriate school personnel before they are scheduled. Administrators and other school personnel should be appraised of the results of all activities and projects.

Principals and other administrators should also be invited to as many chapter events as possible, especially events that can demonstrate the purposes and goal of FCCLA. If administrators are invited to attend functions that are poorly planned or little more than social gatherings, they may not be supportive of FCCLA activities operating within the classroom. Good public relations means both frequent and open communication with administrators so that the chapter and school personnel can work together to reach the objectives of FCCLA.

Community members and business and industry representatives are important assets to chapter. Consider inviting community leaders to special chapter activities. Their attendance can be an excellent means of gaining exposure and developing good public relations. Remember to invite school board members and city council members. Their presence can also provide the chapter with the added bonus of increased media coverage.

Another way in which chapters can encourage greater community involvement is through presentations held several times a year for civic groups, such as the Chamber of Commerce. Community service projects can also be an effective means by which the chapter will be publicized by local media, so choose your projects carefully.

Tips for Public Relations

A side benefit of a good public relations program is that your efforts will build enthusiasm among chapter members. Members like to read in the local newspaper about a project they worked on or hear their names over the radio or see themselves on television. This kind of publicity invariably builds interest among members and creates public awareness in the community.

Using the State FCCLA Web site

The state FCCLA website is also a good resource to help members, their parents, school officials, and community members become more familiar with the organization.

Chapters can further publicize their activities and members' accomplishments by submitting information and articles for posting on the State FCCLA website. Articles and other information can be sent to the FCCLA State Office in Sacramento. For a list of the state staff and their contact information refer to the FCCLA website.



Newspaper Articles

The first rule in writing an article for a newspaper is to capture the attention of the reader in the first sentence of the story. The lead paragraph should summarize five points: who, what, when, where and how. Details are added in succeeding paragraphs, in descending order of importance; therefore, be sure to follow the golden rule of writing the most important items first! Quite often, the editor will simply delete the last one or two paragraphs of the story if space doesn't permit printing the article in its entirety.

Press releases should be typed on white paper (8-1/2" x 11") with double spaces between the lines of text. Be sure to leave at least two inches of blank paper at the top of the article and allow for wide margins at the bottom and sides of the paper. This allows the editor ample room for remarks or corrections.

The release date indicates to the editor when the information is valid and should be typed in the upper left hand corner of the page. The name of the person who can answer any questions the editor might have is called the contact person and is indicated at the top of the page with his or her title, email, address and telephone number. If the press release runs more than one page, write "more" at the bottom of the page and write the word "end" at the bottom of the last page.

In general, write in a brief, factual and interesting style to increase the chances of being published. Always check spelling and grammar – editors begin to doubt the accuracy of the information if it isn't spelled correctly and neatly prepared. You can get a better idea of what kinds of stories make it to print by picking up a copy of the publication you intend to submit your story to and studying it for other articles that are similar to yours. Announcements and news releases all follow the same format, so you can create a professional product by following the format that made it to print.

When you're ready to submit a story, make every effort to personally contact your local newspaper in advance to determine the appropriate procedure for submitting articles. Make an appointment with the editor if it is a weekly or small town paper; see the city editor if you're aiming for publication in a large daily newspaper. If the newspaper is understaffed or extremely busy, you may be referred to the copy chief or copy editor. "Copy" is the term used for all written materials. You can make an appointment to see either the copy chief or copy editor about getting a story published.

A sample news release is on pages 7AP-3 and 7AP-4.

Photographs



Photographs that you intend to submit to local or national newspapers and magazines should be clear, sharp, and of good quality. Newspaper and magazine reproduction processes can't correct blurred or darkened images.

1. Each photograph should carry a caption that identifies the people in the picture and what they are doing. This is necessary even if your photograph is accompanied by a news release or feature article.
2. Type the caption on a piece of white paper, leaving a one inch margin at the top of the paper.
3. Attach the caption to the bottom of the photo on the back, with the typed side up. Then fold the caption up over the face of the picture. Identify the people in the picture from left to right. Example: (l to r) Brianne Jones, Justin Smith, etc. Follow with a brief description of the action. NEVER use a paper clip to fasten a caption to the picture and DO NOT write on the back of the photo or you will ruin its finish.

Successful photographs tell a story. Subjects should be doing something – avoid lining everybody up because they will look frozen and unnatural. Try to take your picture with two or three individuals as the subject and be careful not to cut off their feet or heads by poor framing. Also watch out for the background! Think about what you are photographing as editors are not likely to print pictures that show a tree coming out of someone's head or litter in the foreground!

Spot Announcements



There's a good chance that the local radio or television station will accept your message as a public service broadcast if you follow a few basic rules:

1. Study the stations you are going to approach to have your message aired. Note the times that public service announcements are made and their average length. Analyze what type of audience you will be reaching and target your message for broadcast when you think your intended audience will be listening or watching the station.

2. Make an appointment to see the program director or news director at the station you have selected. Trying to obtain air time through a phone call or letter won't produce the results you desire. Above all, DON'T barge in unannounced.
3. The same rules apply for radio and television as for newspaper copy – be brief, neat and accurate. The only difference in writing broadcast copy is that you're writing for aural impact, so avoid awkward sentences or words that are stilted. Keep your sentences short and in the present tense.
4. Type the announcement on standard size paper and give the station two copies of your announcement. Always double space and leave wide margins.
5. If your chapter is sending a video, be sure to include a typed text and identification.
6. When sending a video to a television station, be sure to identify each frame, e.g., "FCCLA official emblem," "Jan Wong, FCCLA State President greets Congressman Harper," etc.
7. Keep in mind that a video and narration about your chapter's in-depth project make a good television spot. Check with the program director to see if videos can be used, amount of time, etc.
8. Getting your message broadcast isn't difficult if you follow these suggestions. Remember, the more professional your presentation and the easier you make their job, the more likely they are to broadcast your message. A sample announcement on page 7AP-5 of this chapter's appendix gives you a better idea of how to set up and write your message.

Personal Interviews



When you arrange for a personal appearance on radio or television, be sure you are prompt! Air time is expensive. Few stations will keep a crew of sound, camera and lighting engineers waiting for someone who is late.

Be sure that the people to be presented are neat and wearing the official FCCLA uniform. It's also a good idea to bring along a sample of your chapter's projects whether you select your activities manual, slides or an actual creation to add interest to your interview.

A thorough knowledge about the organization, its goal and the subjects you will be discussing is important for credibility. A good speaking voice is also essential for effectively communicating your message.

If you have the opportunity, ask a friend to video you. Ahead of your actual air date, study the video for ways to improve the interview. The practice interview will help you anticipate the interviewer's questions and give you more confidence before the big day. Good luck!

Displays and Exhibits



Visual presentations are effective in conveying messages quickly and with impact. Follow these guidelines to produce a desired visual:

1. Keep your display attractive and uncluttered. Use as little copy as possible and avoid detailed explanations. Your visuals should tell the story.

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2. Make sure printed materials are large enough to see and read at a distance.
 3. Use contrasting colors to make printed words or objects stand out from the background. For example, bright red letters on a white background or black letters on a yellow background work well.
 4. Establish a central focus in your display and work your other elements around this focus to avoid creating a hodge-podge effect.
 5. Focus on neatness! Your display should convey the essence of FCCLA at a glance; a poorly planned or messy display will not leave the public with a good impression of the organization.

Publicizing FCCLA in the Community

Participating in Community Activities

There are additional ways in which your chapter can reach members of the community on a broader scale. By frequently checking announcements in your local newspaper or by keeping in touch with Chamber of Commerce personnel, you can easily coordinate activities that take FCCLA into the community.

Does your town or city sponsor food drives during the holiday season or a Relay for Life Walk-a-thon? When your chapter donates time and energy to a worthy charitable cause, everybody benefits. The community benefits by having the chance to meet chapter members on an individual basis and the charity benefits from the additional support your chapter provides. Activities such as these underscore the goal and purposes of FCCLA and demonstrate that chapter members care about and want to contribute to the community.

Another possibility that your chapter could pursue is to offer assistance at a Chamber of Commerce dinner or any civic social events. In this way, chapter members would have the opportunity to meet leaders of the community under relaxed circumstances in order to fully interpret FCCLA and strengthen civic support for the chapter.

Fairs and Festivals

Members can also explore opportunities for publicizing the chapter through county, district, or state fairs as well as local festivals. An eye-catching display featuring the many opportunities for career preparation offered by FCCLA would attract interest and allow chapter members to meet the community and future members on a one-to-one basis. A display could be constructed by making a collage of photographs, posters or a combination of media to visually explain the benefits realized through membership in FCCLA. Each member who volunteers to spend time at the booth greeting the public should be wearing their official uniform and have printed materials available that can be given to people who would like more information.

Brochures and Flyers

Brochures and flyers are effective means in reaching large numbers of people for a relatively low cost. Printed materials can be attractive without going to the expense of glossy paper with folds, perforations, photographs and colored art if you follow basic design concepts and use restraint in your layout. A computer and laser printer can be used to produce a professional looking product. Computer graphics or fonts can be used to add variety to your product and create interest. Take your completed flyer to any company which specializes in photocopies and have it duplicated in the quantity you need. You can also check with your school to find out if you can use their duplicating machines to make your own copies.

Brochures are usually folded once or twice and can be reproduced like flyers if your chapter members can fold the copies themselves. If you can afford to hire a printer, call at least three local print shops and ask for an estimate of the brochure in the number

of copies you need. It's easiest if you make a "mock-up" that roughly shows the page size, amount of art, color or photographs you've selected and where the folds will be for accurate estimations. Remember that the more elaborate the design, the higher the cost per unit. If your budget is tight but you have your heart set on color, you might try to coordinate a brochure through your school's art department.

Another way to finance your public relations efforts would be to ask a local printer to contribute the cost of the brochures as a donation to the chapter. If you present a convincing need to the merchant, you just may find that your brochures cost you nothing at all! Be sure to have your mock-up brochure when you make your appeal and clearly indicate the message to be printed.

In general, you'll find that once you start investigating the options for participation in community events, festivals, fairs and the distribution of printed materials, you'll see that there are many possibilities. So contact your local Chamber of Commerce for a schedule of events, talk to service and organization club officers and spread the FCCLA message loud and clear!

Local School Websites

Another easy way to publicize FCCLA at the local level is to use the school website. Information about FCCLA projects and accomplishments can be included on the local Family and Consumer Sciences department website. Articles and pictures can be included.

Publicizing Your FCCLA Chapter

- 1. Keep in touch with local chamber of commerce***
- 2. Join local charitable causes***
- 3. Show eye-catching displays at various fairs and festivals***
- 4. Contact art teachers, art students, and local printers to help produce brochures and flyers***

Correspondence

There are many times when a letter is the most appropriate means to make the chapter or members' feelings known, express appreciation or request direct action. It's important that you sharpen your letter writing skills for these occasions. In general, it's best to use the chapter's letterhead stationery when corresponding as an official representative of FCCLA. Make sure your letter is not only neat in appearance, but also correct in spelling, punctuation and grammar. If you have your chapter advisor co-sign the letter, your message will have greater impact to the reader.

On pages 7AP-10 through 7AP-11 of this chapter's appendix, you will find several sample letters applicable to a variety of situations to help you get started. Please do not copy the letters verbatim, because you run the risk of repeating the same message that someone else may have already used, which may lessen the impact of the correspondence. These sample letters are merely guidelines for you to follow. Your advisor can help polish your letter before the final draft is prepared.

Letters of Introduction

Your chapter can significantly increase membership by taking steps to insure each new or transfer student is aware of your FCCLA chapter and its benefits. One way to accomplish this is to send a brief letter of introduction to the parents of each prospective member. A sample letter written by a chapter advisor is shown on page 7AP-6 in this chapter's appendix. It's also appropriate to send a letter from the chapter president that's co-signed by the Chapter Advisor. Don't assume everybody knows about FCCLA. Many potential members may be missed simply because they do not have a clear understanding of what FCCLA has to offer, or are not invited to join.

Again, don't copy the sample letter word-for-word because students from other schools may have already received an announcement while enrolled in another school. You will be less likely to capture their interest with a form letter.

Your letter might be mailed at the start of the school year and again at the beginning of the new semester to ensure parents of students who may have enrolled in a Family and Consumer Sciences course mid-year are reached. If you use your ingenuity, you might be able to include your letter in a mailing sponsored by the high school so that your chapter wouldn't have to pay for postage! This requires careful coordination with your chapter advisor and school principal, but it's certainly worth a try.

Letters of Solicitation

There are times when your chapter will need outside support for projects or funds that might otherwise be unavailable through your chapter or school. For these occasions, a letter of request is most appropriate. By listing the item that you need (whether it is a monetary donation or equipment/supplies), how you will use the item and why you need the item, the reader can more fairly judge the worth of your request.

It is best to prepare a letter of request and send it to your target donors. After a week or so to ensure they've received the letter, follow up your request with a telephone call. Always address the letter to the individual who is empowered to make donations. Call the company ahead of time and ask for the name of the person in charge of donations (usually the public relations department). If the company is small, write directly to the owner(s). This way, you're improving your chances that the letter won't be routed to the wastebasket by the secretary and never be seen by your target reader.

As with all letters written on behalf of FCCLA, your advisor's signature should appear on the bottom, as indicated in the example shown on page 7AP-7 of this chapter's appendix.

Letters of Appreciation

When parents, other students, community members or local merchants support your chapter's efforts, you should express your appreciation in writing to convey the impact of their donation, whether they've shared their time, money, equipment or the use of facilities.

The most important aspect of your letter of appreciation is to explicitly acknowledge their contribution and its significance to your chapter. Companies will file your letter as a receipt for their tax deductible contributions, so remember to state the value and number of the items donated. A sample letter of appreciation on page 7AP-8 in this chapter's appendix is meant to show an appropriate response for the donation.

You can also express appreciation for large donations by presenting the donor with a framed certificate of appreciation or purchased plaque during a chapter meeting or an end-of-the-year awards banquet.

Be sure you don't forget to thank the members' parents at the end of each school year for their continued support with a short letter that's revised each year.

Meeting Your Legislators, Business/Industry Representatives and Other Decision Makers

Meeting and talking with key leaders and decision makers is another effective public relations technique. For example lawmakers make many decisions that affect (or have direct impact) on the Family and Consumer Sciences program and the FCCLA chapter at your school.

When visiting with legislators and their aides, or other decision makers, members should be prepared to accurately answer questions about FCCLA and Family and Consumer Sciences. The following information has been compiled to help you inform legislators and other decision makers about the California FCCLA program.

1. Q: What is FCCLA?

A: FCCLA is a state and national Career Technical Student Organization for secondary students (grades 6-12) who have been or are currently enrolled in Family and Consumer Sciences Education in middle school, junior and high school and ROCP programs. It functions as a part of the Family and Consumer Sciences curriculum to prepare members in areas of personal growth, leadership, development, citizenship development, and career skills development.

FCCLA is a private, non-profit organization composed of 50 state associations and the District of Columbia and Puerto Rico. Membership is approximately one-quarter million students in middle, junior and senior high schools. FCCLA was founded in 1945; California received its charter as the 35th state in 1946.

2. Q: What types of activities are conducted by FCCLA chapters?

A: FCCLA chapters conduct activities in the following areas: a) personal growth, b) leadership development, c) career preparation, d) social, recreation and fund raising, and e) community service.

3. Q: Why is FCCLA a Career Technical Student Organization?

A: FCCLA is a Career Technical Student Organization (CTSO) because the organization functions as an essential part of the FCS instructional program. FCS credentialed teachers serve as FCCLA chapter advisors who are career technical education teachers. CTSOs provide a unique opportunity for career and leadership development as well as motivation and recognition for students enrolled in FCS programs.

At the national level, CTSOs are sponsored by the U.S. Department of Education. In California, FCCLA is sponsored by the Family and Consumer Sciences State Staff of the California Department of Education.

4. Q: What is Family and Consumer Sciences Education?

A: Family and Consumer Sciences Education is a program which prepares students with skills for personal and family life management as well as for careers in some of the fastest growing industries in the state and nation. The program is comprised of three interlocking components:

CFS – Consumer and Family Studies provides practical training in managing work, family and personal responsibilities; parenting skills; financial stability; health; and nutrition. This component of the program focuses on the interrelationship between personal and family life and work.

FCSRO – Family and Consumer Sciences Related Occupations Career Pathway Programs prepare students with the skills, knowledge and attitudes for entry-level, paid employment as well as for postsecondary education to enter and advance in technical and professional careers in industries related to Family and Consumer Sciences. These industries include: Consumer Services; Child Development; Education; Fashion Design and Merchandising; and Food Science, Dietetics, and Nutrition; Food Service and Hospitality; Hospitality, Tourism and Recreation; Family and Human Services; and Interior Design.

FCCLA – This Career Technical Student Organization helps Family and Consumer Sciences students develop career, citizenship, and leadership skills necessary for family, community, and work life. It operates as an integral part of the Family and Consumer Sciences program.

5. Q: Why is an FCCLA chapter important?

A: FCCLA is important for the following reasons. It:

1. is a teaching strategy that expands, enriches, and reinforces Family and Consumer Sciences classroom learning.
2. helps students develop personal, leadership, citizenship, and career skills.
3. provides students with a way to take the Family and Consumer Sciences program into the community through community service projects.
4. makes classroom learning more relevant.
5. provides “hands on” learning experience for students.
6. provides students with the opportunity to receive recognition for skills learned in the Family and Consumer Sciences instructional program.

6. Q: How are FCCLA chapters a part of Family and Consumer Sciences Education?

A: FCCLA is an integral part of Family and Consumer Sciences (FCS) Education instruction. The goals of FCS and FCCLA are the same; FCCLA activities are based upon Family and Consumer Sciences learning. FCCLA chapters provide expanded opportunities through Family and Consumer Sciences Education. Some chapters place major emphasis on consumer education, child development, and nutrition education combined with exploration of jobs and careers. Other chapters place major emphasis on preparation for jobs and careers with recognition that workers also fill multiple roles as family members and community leaders.

7. Q: How is FCCLA different from 4-H and other non-career technical education?

1. FCCLA is an integral part of Family and Consumer Sciences Education programs in the secondary schools.
2. A credentialed Family and Consumer Sciences teacher is the advisor.
3. At the national level, FCCLA is sponsored by Family, Community and Career Leaders of America (FCCLA) and the U.S. Department of Education.

4. In California, FCCLA is sponsored by Family and Consumer Sciences Education State Staff, California Department of Education.
5. Activities are based on and are a part of Family and Consumer Sciences instruction.
8. **Q: How many FCCLA members are there in California?**
A: There are approximately 5,000 members in 115 middle, junior, and senior high schools throughout the state.
9. **Q: How many FCCLA members are there in the national organization?**
A: There are approximately 200,000 members in 6,700 chapters in the 50 states and United States Territories including Puerto Rico, and the District of Columbia.

On page 7AP-9 in this chapter's appendix, is a sample worksheet on how to list facts about your chapter and how FCCLA benefits your members.

Tips for Visiting and Talking with Legislators:

These guidelines can assist in ensuring a successful visit and promoting a positive image for FCCLA.

Be on time for your appointment!

Legislators are as busy as you, so don't be late for a scheduled appointment.

Call on your own legislator.

The assembly person from your district and your state senator, cast your vote. Usually it is not helpful for an individual to contact all 80 members of the Assembly and 40 Senators.

Be sure to tell your legislator and his or her staff who you are, where you live, and why you are there.

This quickly and clearly indicates your reasons for a visit to your legislator.

Be able to clearly identify the legislative issue (or issues) in which you have an interest.

Remember that many bills are introduced each year; thus it is important to be specific. If you are talking about a bill, give the number of the bill or describe it by popular title (i.e., Family and Consumer Sciences).

State your own views – not someone else's.

Most legislators will know in advance what the major lobby groups are saying; but they often do not know about your own personal experiences and observations, or what proposed bills will do to you or for you.

Give your reasons for taking a stand.

If the legislative issue is one that deals with a problem that exists, but you believe that the bill is the wrong approach, tell your legislator what you feel is the right approach. Always seek to be positive.

If you have expert knowledge, share it with your legislator.

Legislators have to vote on many complex issues and they cannot possibly be experts on all issues. Advice and council from constituents who are experts will usually be welcome.

Be reasonably brief.

Legislators have many duties each day. They must answer thousands of letters, study legislation, attend committee meetings and participate in the debate on the Assembly or Senate floor. Your opinions and arguments will be most effective if you state them as concisely as the subject matter will permit.

Be understanding.

Put yourself in the public official's place. Try to understand their problems, outlook and aims. Then you are more likely to persuade them to do the same in understanding your views. Remember that we must have people who are willing to commit themselves to public service positions.

Be friendly.

Don't contact public officials only when you want their help. Invite them to be guests at meetings. Take time to keep in touch with them throughout the year.

Dress in official dress.

You are much more likely to be taken seriously if you are neat and well groomed. This includes wearing a clean well-pressed uniform and shoes. First impressions are important.

Remember to say "thank you" for the time and consideration given by your legislator.

In addition to what you say and how you say it, they will also remember your good manners!

Follow-up with a thank you letter.

Again, a thank you letter is both courteous and a good public relations device.

Have a good time!

Note: Many of these tips are also applicable to visits with industrial representatives and other decision makers.

Special Purpose Letters

One of the most effective ways you can make your voice heard is to write to your legislator and express your feelings on the issue under consideration. Your chapter may wish to support or oppose certain legislation or other types of issues that can affect your chapter, so it's to your best interest that you get into the habit of communicating with state and local public officials.

The sample letter on page 7AP-10 of this chapter's appendix shows how you can express support of a proposed bill. You can just as easily express your opposition to a bill that you feel would impede the progress and continued success of FCCLA. Also, a sample letter on requesting an appointment with a legislator is located on page 7AP-11 of this chapter's appendix.

CHAPTER 7

Appendix

Sample News Release (side 1)

NOTE: Please make copies of the following sample as needed and leave the original in this guide for future use by other members.

(To be adapted for local FCCLA chapter releases)

Date _____ Contact:
(Title):
(Address):
(Telephone):

California FCCLA Week: February _____ (insert date)

The second week in February is a special week for members of the _____ (insert chapter name).

This week, February _____ (insert date), is CALIFORNIA FCCLA WEEK in conjunction with CAREER TECHNICAL EDUCATIONWEEK. All across the state FCCLA chapters are planning observances focusing on the theme _____ (insert theme title).

FCCLA is one of six Career Technical Student Organizations in California. Chapter projects interrelate with the Family and Consumer Sciences Education program and provide meaning and motivation for students, reaching beyond the classroom into the home and community.

During the week, according to _____ (insert chapter president name), the _____ (insert chapter name) has planned ... (Add activities and observances planned for the week. Include some of the chapter projects you have or are presently working on for added interest.)

-more-

Sample News Release (side 2)

Your Name, Title
Telephone Number
Page 2

FCCLA was founded as a national Career Technical Student Organization for Family and Consumer Sciences students on June 11, 1945. At the national level it is affiliated with Family, Community, and Career Leaders of America (FCCLA). Activities assist students in developing interpersonal, leadership, citizenship and career skills for family and community living and for the world of work.

In California, FCCLA is sponsored by Family and Consumer Sciences Education State Staff, California Department of Education. Family and Consumer Sciences teachers serve as advisors to chapters. In California, there are approximately 5,000 members in more than 115 middle, junior and senior high schools and ROCP programs.

-end-

Sample One-Minute Spot Announcement

NOTE: Please make copies of the following sample as needed and leave the original in this guide for future use by other members.

CALIFORNIA FCCLA WEEK

60-second spot announcement

Release: February 4, 20XX

FCCLA, the state Career Technical Student Organization for Family and Consumer Sciences Students in middle, junior or senior high school and ROCP programs, will observe CALIFORNIA FCCLA WEEK, February _____ (insert dates) _____. The _____ (insert chapter name) _____ joins with more than 115 other chapters across the state in focusing attention on the theme, _____ (insert theme title) _____.

Contact: Scott Wright, Reporter
FCCLA Chapter
Renier High School
9999 S. Front Street
Rallings, CA 99999
(999) 999-9999

Chapters are working on projects concerned with nutrition and health, resource conservation, child development, assisting the elderly, helping the underprivileged and disabled, promoting understanding between youth and adults and learning about job and career opportunities.

These young men and women are working to prepare themselves for future responsibilities as adult citizens and at the same time, doing a great public service for their communities.

Congratulations members of FCCLA. Keep up the good work!

Letter to Parents of Prospective Members

FAMILY AND CONSUMER SCIENCES DEPARTMENT SUNNYSIDE HIGH SCHOOL

Today's Date _____

Dear _____ (insert parents name) _____

We are pleased your (son/daughter) has enrolled in a Family and Consumer Sciences course at Sunnyside High School. By enrolling in _____ (insert class name) _____ he/she has done more than enroll in another class. He/she has actually embarked on a new learning experience whereby he/she will be able to participate in activities and learn more about (list topics, units which are included in the course).

As a student in Family and Consumer Sciences, your son/daughter will have the opportunity to join FCCLA, a national Career Technical Student Organization for Family and Consumer Sciences students.

FCCLA offers to the student a unique opportunity to develop personal, leadership, citizenship and career skills as part of their Family and Consumer Sciences instructional program. The experiences afforded through FCCLA develop a positive self concept and will help him/her prepare for personal, family, career, and community living.

FCCLA activities focus on personal growth and leadership development, member and advisor recognition, community service, career preparation, and social, recreation and fund raising events. Students can participate in local, region, state and national level activities. For example, the Competitive Recognition Events (CRE) program is designed for members to receive recognition for knowledge and skills learned in our Family and Consumer Sciences classroom, and vie for over \$970,000 in scholarships, prizes and cash at the state level. In addition, members are encouraged to participate in the Golden State Degree program. The chapter, region, and state degrees each require the member to demonstrate additional knowledge of and commitment to the organization.

Affiliation materials and costs are kept to a minimum. Costs include local, region, state and national membership and activities. In addition, the chapter may assist students with travel to activities beyond the local level or the chapter may participate in fundraisers to assist with additional expenses.

Enclosed you will find information about FCCLA at Sunnyside High School as well as a membership form. Please return the membership form and fees by _____ (date) _____.

We look forward to working with your son/daughter. You are cordially invited to visit our class and participate in FCCLA activities whenever your schedule permits.

Sincerely,

Penny L. Johnson
Family and Consumer Sciences Instructor

Enclosures
H. Harrison, Principal
cc: P. Smith, Superintendent

Sample Letter of Solicitation

NOTE: Please make copies of the following sample as needed and leave the original in this guide for future use by other members.

Liberty High School
FCCLA Chapter
999 W. Hedgmont
New Hiatt, CA 99999

Mr. Don Weldon
Weldons Inc.
999 N. Main
New Hiatt, CA 99999

Dear Mr. Weldon:

The Liberty High School FCCLA Chapter is currently organizing a school fair to raise funds for the Special Needs Children's Society in our community. Since FCCLA is dedicated to developing leadership, citizenship and career skills to strengthen family and community life, we're hoping that you will join us in this effort by making a small contribution to our chapter.

We are especially in need of materials such as glue, paint and wood to construct children's toys that will be sold at the fair. All proceeds from the fair will be immediately forwarded to the Special Needs Children's Society. Your tax deductible donation will be acknowledged by a receipt from our chapter.

For your convenience, we can arrange to have an FCCLA member stop by your hardware store and pick up the materials you donate should you decide to support this effort. A member of the chapter will be calling you next week to answer any questions you may have and to further explain our goal and purposes. Thank you very much for your consideration.

Sincerely,

Logan B. Harris
Family and Consumer Sciences
Student FCCLA Chapter President
Liberty High School

Bradley Felton
FCCLA Chapter Advisor
Family and Consumer Sciences
Teacher Liberty High School

cc: R. Donnally, Principal

Sample Letter of Appreciation

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Liberty High School
FCCLA Chapter
999 W. Hedgmont
New Hiatt, CA 99999

Mr. Don Weldon
Weldons Inc.
999 N. Main
New Hiatt, CA 99999

Dear Mr. Weldon:

On behalf of the Liberty High School FCCLA chapter, thank you for your recent donation of materials. Valued at a total of \$55 (per your estimate), the materials will help us to raise much needed funds at our school fair for the Special Needs Children's Society.

We would also like to invite you to visit Liberty High School to tour our Family and Consumer Sciences department and/or participate in one of our FCCLA activities. This would provide you with an opportunity to meet chapter members and become better acquainted with the goal and purposes of our organization. Your visit can be scheduled entirely at your convenience. A visit can be arranged by calling the Family and Consumer Sciences department at the high school between 7:30 a.m. and 3:00 p.m., (999) 999-9999, ext. 99.

Thank you again, Mr. Weldon, for your generous donation to our chapter. It is with support such as yours that we will realize our goal of strengthening community and family life. We look forward to hearing from you soon.

Sincerely,

Logan B. Harris
Family and Consumer Sciences
Student FCCLA Chapter President
Liberty High School

Bradley Felton
FCCLA Chapter Advisor
Family and Consumer Sciences
Teacher Liberty High School

cc: R. Donnally, Principal

Facts About Your Chapter

NOTE: Please make copies of the following sample as needed and leave the original in this guide for future use by other members.

Be sure to indicate information about your local chapter and how FCCLA benefits your members. Using the outline below list specific facts which you can use to provide legislators and other key decision makers with background information about the chapter.

Membership

Male:

Female:

Chapter Activities

Leadership Development:

Competitive Recognition Events:

Career Preparation and Development:

Community Service/State Project Goals:

Other items:

Sample Letter Requesting Support for Legislation

NOTE: Please make copies of the following sample as needed and leave the original in this guide for future use by other members.

January 1, 20XX

The Honorable Jane Miler
California State Senate
State Capitol
Sacramento, CA 95814

or

The Honorable Fred Jones
California State Assembly
State Capitol
Sacramento, CA 95814

Dear Senator Miller:

Dear Mr. Jones:

AB 999 (Thomas) is important to the future of all Career Technical Student Organizations (CTSOs) in California. This bill would assure continued important services to CTSOs, currently provided by the Career and College Transition Division, California Department of Education.

CTSOs such as FCCLA are an integral part of the Career Technical Education program. In this instance FCCLA is an integral part of Family and Consumer Sciences programs. Student organization activities provide students with the opportunity to develop citizenship, leadership, and career skills to strengthen family and community life.

As a member of FCCLA, I have...

(Tell of experiences and benefits you have enjoyed at the chapter, region or state levels of our organization. Examples might include Competitive Recognition Events, Leadership Training, State Leadership Conference, etc.)

I urge your support for this important legislation. With the funds provided in AB 999, more California Career Technical Education students will be able to participate in CTSO activities.

Thank you for your interest and support.

Sincerely,

Jason H. Winter
Family and Consumer Sciences Student
FCCLA Member
Liberty High School

cc: Governor Newsome

Sample Letter Requesting an Appointment with Legislators

NOTE: Please make copies of the following sample as needed and leave the original in this guide for future use by other members.

January 1, 20XX

The Honorable James Smith
California State Senate (or Assembly)
State Capitol
Sacramento, CA 95814

Dear Senator (or Assemblyman/woman) Smith:

On April 5–7, 20XX the FCCLA members and advisors from _____ (insert school name) High School will be attending the FCCLA State Leadership Conference. As a part of the conference, time has been scheduled for state conference participants to visit the Capitol and meet with our respective state legislators to learn more about the legislative process.

The members of our chapter want to schedule an appointment with you on April 6, anytime between 3:00 and 4:00 in the afternoon. We will call your office next week to confirm a time.

In addition, we want to invite you to attend a special Legislators' Appreciation Reception on April 6 at 4:00 p.m. in the Metro Room of the Sacramento Convention Center. It will be a pleasure and honor for us to have you participate in this activity.

We look forward to talking to with you soon.

Sincerely,

Ashleigh Kennoff, President
FCCLA Chapter
Liberty High School
(Address)
(City, State, Zip Code)
(Telephone Number - include Area Code)

