

## Circle of Friends

### A guide to seeking donations for Nebraska FCCLA

The following outlines a few steps to consider as you seek contributions for Nebraska FCCLA. While the level of commitment from businesses and individuals may vary, it is no less vital to helping to Spread the Red!

- Advisers can watch, “Best Practices for Teaching Students about Public Relations” from National FCCLA for ideas for marketing FCCLA to your stakeholders and contributors <http://www.youtube.com/watch?v=1WjzZXZBfXc>
- Schedule a meeting with the parents of members to explain the financial needs. It is vital that parents understand how they can help their student seek out donations as well as inform them of opportunities for them to help.
- Students should develop a 30 second statement, from memory, about what FCCLA is and means to them personally.
- Be prepared to answer questions about what the chapter and state association do as it relates to the donor. For example, if it is a restaurant, highlight the skills learned in culinary. If it is a bank, talk about the customer service skills learned through STAR Events. And, no matter the business, the leadership development skills learned through FCCLA are invaluable to any business.
- Be sure to clearly state what they get for their money. Refer to the Circle of Friends Guide to see the levels of donation and tangible returns on their investment. Impress upon them that their donations will likely pay off in the form of goodwill and increased business not only locally, but also statewide as appropriate. If a company cannot make a complete donation, encourage them to partner with another area business.

When a business agrees to become a member of Circle of Friends, have them fill out the Circle of Friends Sponsorship form and collect the money or payment information.

Send to:

Nebraska FCCLA State Adviser  
PO Box 95167  
Lincoln, NE 68509

**Any checks should be made out to “Nebraska FCCLA”**