

Nebraska FCCLA Red Leader

The Importance of Public Relations

By Rashelle Neeffe, Vice President of Public Relations

Public Relations help an organization cultivate a positive reputation with the public through traditional media, social media, and in-person engagements. Social media is a tool that can be utilized in several ways.

It can help promote events, increase membership involvement, stay connected, and give your chapter the extra boost it needs.

Nebraska FCCLA uses social media on several platforms. One platform we have is the FCCLA website. Our website has almost anything you could need to know from defining projects to this year's entire calendar. It is also home to our state officers blogs! A website is an important part of any organization. FCCLA provides an opportunity to be recognized for students who design a website for their chapter. This is an online STAR event called chapter website. Nebraska FCCLA uses their other social media platforms to promote FCCLA. We do this by highlighting outstanding members and chapters and informing members about upcoming events and deadlines. Your chapter could even be recognized on social media by sending a picture of your chapter and writing why you think your chapter is special or something your chapter has done to Nebraska FCCLA social medias.

Social media can easily be used at a chapter level. There are several chapters in Nebraska that utilize social media in a fantastic way. This helps their members to stay up to date with what's happening in your chapter. This could increase involvement because students would have another simple reminder of when and where stuff is taking place. This also helps to show the community your in what great work our organization is doing. Accounts could be ran by both advisors and chapter officers thus helping to bridge a gap between communication of advisor and member. Keeping a social media is easy and only takes a simple post about once a week or when necessary.

If you are having problems deciding what to post here are a few ideas of topics to post about.

Knowledge

This could be a simple post quizzing members on a FCCLA fact. Nebraska FCCLA does Trivia Tuesdays which boost involvement of members by giving them the chance to participate in answering a question. You could also talk about the nation programs or highlight a STAR event with a few ideas in a singular event.

Reminder

Add a reminder for any event or deadline. An example of this would be something such as reminding students that state peer officer applications are due on December 14th or a reminder to attend a meeting.

Publicize

After you get done putting a ton of work into an amazing meeting make sure to let people know about it. Take pictures during your events and meetings to make sure everyone knows you had a blast at last night's meeting.

Public Relations is a very important tool and it is a fantastic idea to incorporate it into your chapter. That being said we at Nebraska FCCLA would love to see all of your posts. Remember to follow us @nebraskafccla and to use the #NEFCCLA in all your FCCLA related social media posts!

FCCLA®

December 2018

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Coming Up:

December

31 Chapter Spotlight in January *Red Leader* deadline

January

- 1** Affiliation deadline for students competing in District STAR competitions
- 15** Deadline for submission of Nebraska FCCLA State Degree Portfolio
- 15** National STAR Events Volunteer Award
- 15** National Officer Candidate applications due to the State Adviser

**BREAKING
BARRIERS**
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Chapter Spotlight: Boyd County FCCLA

Boyd County Fun Night

The Boyd County Chapter hosted a “Fun Night” for students in grades 5-12. The evening began by learning more about events our chapter has going on this year. Everyone then participated in the Red Sand Project to bring awareness about human trafficking by pouring red sand into the sidewalk cracks. There were various activities available to participate in, including Minute-to-Win-It relays, an escape room designed by the chapter president, and construction of fidget quilts as part of the chapter service project. The night was concluded with a meal and treats while watching movies. This evening highlighted many aspects of FCCLA to students in our school in hopes of recruiting new members.



Chapter Spotlight: Twin River FCCLA

Pies for Vets



This year, Twin River FCCLA hosted the 2nd annual “Pies for Vets” event following the Veterans Day Program on Monday, November 12th. This event took place at the Genoa Legion Club. FCCLA members partnered with the Adult Living class to make 12 homemade pies to share with the local Veterans from the three communities that make up Twin River including Genoa, Monroe, and Silver Creek. Members

served over 15 veterans along with their families pie and coffee and enjoyed conversation and stories from their war experiences. This event was hugely successful and enjoyed by all that attended.

Looking at 2019 with Nebraska FCCLA

By: Madeline Whittstruck, First Vice President

Hi Nebraska FCCLA! The year is coming to an end quickly, but 2019 has a lot of exciting things in store for us!

This month is full of decisions. Whether you're deciding to run for an office, finalizing your STAR Projects, or planning a chapter service project, the end of the year is a busy time for FCCLA members. You're almost at the finish line of 2018, keep pushing to get there!

As for 2019, our first state event of the year will be on February, 25 in Kearney, NE. The Peer Education Conference is an event put on by the State Peer Officer Team that promotes Peer Education and the National Programs the team is focusing on this year. This year's theme is Nebraska Peer Education in the SPOTlight, and the three National Programs the teams are focusing on are FACTS, STOP the Violence, and Career Connections. I encourage you and your chapter to attend and learn about our National Programs. This conference is also a great way to network with members, listen to a keynote speaker, meet the State Peer Officer Team and State Officer Team, and participate in breakout sessions.

Along with the Peer Education Conference, Nebraska FCCLA will also hold its annual State Leadership Conference during April 7-9 in Lincoln at the Pinnacle Bank Arena. During this event members will compete in State STAR, participate in FCCLA serves, network with members from across the state, and the new state officers for next year will be announced! There will be more information on this conference coming in 2019, and the State Officer Team is hard at work on making this the best event that it can be! We hope to see you there, and encourage you to have this goal in mind when competing at your district STAR Events!

As we say goodbye to 2018 and the amazing FCCLA memories we have made this year, we don't have to be upset because there is plenty more on the way in 2019. Again, finish this semester strong and enjoy your holiday break! Happy Holidays everyone!



Chapter Spotlight: Howell-Dodge FCCLA A Very Busy Fall

The Howells-Dodge FCCLA Chapter has been busy with projects this Fall. Chapter members provided free face painting for children at the Howells Library's community night. A spaghetti supper helped kick off our August chapter meeting, where new members were welcomed. Members supervised a Bounce House for the Knights of Columbus Family Night. Other projects included cleaning road ditches for our Adopt-A-Highway Project and providing free babysitting for a Community Visioning Night. Our chapter sponsored a 5K Run and provided Face Painting during our community Rib Fest. Members conducted a FACTS seat belt survey at school and promoted seat belt use.



Chapter Spotlight: Maxwell FCCLA Veteran's Day Program



Students in the Maxwell FCCLA chapter, and Family and Consumer Science classes worked with the elementary to plan a program for Veterans Day. They prepared an honor wall with art by the students to showcase during the week of Veterans Day. On the day of the program, they began with coffee for local veterans, followed by a program with music, letters, poetry, and a video promoting a project for veterans with PTSD and abused horses.

The project is called Squirrelwood Equine Therapy. Members will be holding raffles, and running a concession stand, to help benefit the program.

National Program Highlight: Families First

By Hailey Bixler, Vice-President of Programs



Families First is a national program focusing on developing strong family relationships. Completing a Families First project can strengthen the bonds between you and your family members or teach practical skills to overcome family issues. This program has five units:

Families Today empowers families to recognize and appreciate the function of the family in today's society. Some project ideas include hosting a cultural foods night or making cards for parents to show gratitude for what they do.

You-Me-Us empowers families to develop close bonds with one another. Some project ideas include planning a Family Olympics or participating in the Family Dinner Project.

Meet the Challenge empowers families to overcome obstacles together. Some project ideas include setting up a family emergency plan or teaching proper communication methods to resolve disagreements.

Balancing Family and Career empowers families to establish a healthy work-home balance. Some project ideas include a Parent Career day or creating a daycare program for kids whose parents work after school.

Parent Practice empowers families to prepare for the next generation. Some project ideas include having the kids plan the next family outing or using infant simulators.

As always, cash prizes are given to the high school, middle school, and runner up award winners as well as state recognition for all Nebraska projects. To find out more about Families First and some of its partners, visit <http://fcclainc.org/programs/families-first.php>.



Financially Fit Festivities

By Yasmine Bender, Vice President of Development

Sleigh bells aren't the only thing that are ringing this time of year. Cash registers are ding-ing all over the place! Stores have made it through Black Friday and Cyber Monday. But, there are still more sales happening. I am sure that many of you are planning to buy Christmas presents this year for a loved one or have already bought gifts. If you are one who has already bought their gifts, did you shop in a financially fit matter? Did you buy a gift for full price or did you check at a bargain store or the clearance rack for the same or almost same gift?

When it comes to shopping for gifts, I always recommend checking and comparing prices between stores. For example, let's say you'd like to get your mother a new Kitchen Aid mixer for Christmas. Do not just stride into Target and buy the first one you see. Take a look at some ads between a few stores. Even check online at different companies such as Amazon. Now, if for some reason you find a ridiculously cheap mixer, do not necessarily trust it. Cheap doesn't mean quality, but sometimes expensive doesn't mean quality either.

"Maybe Christmas doesn't come from a store" maybe Christmas comes from Pinterest DIY projects! Homemade gifts are both cheap and heartfelt. Usually homemade gifts are associated with children, but this doesn't have to be the case. Make a loved one a scrapbook of your memories throughout the years. Create recipe jars and give them to your aunts or grandmothers. Paint a t-shirt for you father saying "World's Best Dad: Daughter/ Son Approved." Handmade gifts are always an easy way to let someone know that you are thinking about them and that they are loved.

Another way to have a financially fit Christmas is to not spend anything at all. This way doesn't involve money, but rather, your time. Don't worry about giving the perfect gift. Don't fret if you spent too much or too little. Don't give a gift at all if you'd like. The greatest gift that you could ever give someone is your time, love, and energy. Help your grandmother make Christmas dinner. Sing carols to residents of a nursing home. Put your phone down at the dinner table and converse with your cousins about how your year in school or FCCLA is going. Use your talents, such as playing guitar, to perform a concert for your friends. Engage with people and listen to them. Give them your time and attention. Gifts aren't always the answer to show your appreciation to someone.

Gift giving doesn't have to be costly. Christmas in general doesn't have to be costly. Use what you know about Financial Fitness to create the best Christmas gifts you possibly can. Give a physical gift, give the gift of time, give the gift of love. Whatever you choose to do, do it with heart, and have a very Merry Christmas and a Happy New Year!



Chapter Spotlight: Kearney FCCLA Trick-Or-Treat For Cans

The Kearney High FCCLA chapter had twenty-three members volunteer alongside the members of other student led organizations for a fun night of "Trick-Or-Treating For Cans". Together, we raised 1137 lbs of food to be donated to the Jubilee Center, which provides a number of much needed services to those in need across the city. This event provided new members with a tremendous opportunity to learn how they could become more involved in their community and ways they could utilize FCCLA in order to make those projects a reality.



Chapter Spotlight: Logan View FCCLA

Trick or Treat so Others Can Eat

Nebraska FCCLA

Nebraska Family, Career and Community Leaders of America (FCCLA) is a dynamic student organization which holds the family as its central focus. We promote leadership and service in the family, career, school and community and help members improve themselves and the world in which they live.

FCCLA is a national Career and Technical Student Organization that provides personal growth, leadership development and career preparation opportunities for students in Family and Consumer Sciences education.

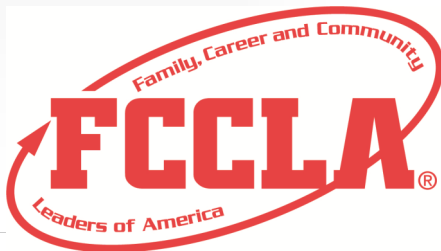
The Logan View Family Career and Community Leaders of America chapter thanks the Hooper and Uehling residents for their donations through our "Trick or Treat So Others Can Eat" event that took place October 22nd. Several chapter members helped distribute the 550 food items at the November Faith Food Pantry at the Immanuel Lutheran Gym on November 10th.



Pictured from left to right: Kaylee Hilbers, Troia Drey, Luis Hernandez, Mandi Biekert, Jacob Smith, Jonathan Ward, Eric Vogel, and Kennedie Jacobsen.

Nebraska FCCLA

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NEBRASKA SLC T-SHIRT DESIGN CONTEST



Nebraska FCCLA is breaking barriers by announcing the first SLC T-Shirt Design Contest so it's time to start creating! This year members are going to design a SLC T-Shirt and one design will be picked to be made for the Conference T-Shirts. The person who designed the winning shirt will get a free shirt as well as recognition at SLC. These designs are due **electronically** to Kristin Vest by **February 1st**. These designs should include the state theme "Breaking Barriers." We appreciate your help in making the 2019 Nebraska FCCLA State Leadership Conference special!

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