



Power of One: *Speak Out for FCCLA*



# Speak Out for FCCLA

Power of One Unit Four

## Introduction

Personal publicity is the most effective kind. Tell the world about all the good things FCCLA is doing for you. To begin the "Speak Out for FCCLA" unit, think about people you wish knew more about FCCLA activities and programs. Next, set a goal to inform these people. Then create a **Power of One** project that will help you accomplish your goal.

## Project Examples

Here are some detailed examples of FCCLA members' "Speak Out for FCCLA" projects. These examples give you an idea of how "Speak Out for FCCLA" works. Each project has a goal, action and results.

"I wish everyone could be in FCCLA. During FCCLA Week, I colored, cut out, and plastered the school with a specially designed emblem. These emblems were placed on teachers' doors after I personally contacted them. When I talked to the teachers, I was able to explain more about our chapter." –FCCLA member from Louisiana

"There are too many guys in our school who think FCCLA is not for athletes. Since I'm involved in three sports, I decided to convince them that FCCLA is for everyone. To do this, I talked at two team meetings about how FCCLA helps develop leadership skills and build character. Then, I said positive things whenever anyone tried to shoot down the organization. I think I was successful, because now we have more male members who are athletes than ever before." –FCCLA member from Michigan

"I distributed a survey concerning local interest in an FCCLA Alumni & Associates chapter and tallied the results. The response was overwhelming. I succeeded in sparking an interest for an alumni organization in our community. I passed the results on to my adviser." –FCCLA member from Missouri

## Sample Project Areas

There are many areas you may want to work on through "Speak Out for FCCLA." Here are a few ideas. You may also develop your own. Be sure to also check the Brand FCCLA materials for resources and ideas to help you "Speak Out for FCCLA." Just make sure your adviser approves your project.

- Creating a poster, bulletin board, display, flyer, or pamphlet about FCCLA
- Explaining FCCLA to parents and family members
- Explaining Family and Consumer Sciences classes and FCCLA to potential future members



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- Keeping a chapter scrapbook
- Creating a chapter Web site or newsletter
- Publicizing a chapter project
- Writing media releases or media advisory and contacting the media
- Appearing on television or radio
- Demonstrating a STAR Event for potential members or a community group
- Creating a computer demonstration, PowerPoint presentation, video, or slide show about FCCLA
- Leading a school assembly sponsored by the FCCLA chapter
- Organizing National FCCLA Week activities
- Explaining FCCLA to administrators, counselors, and school board members
- Explaining FCCLA to local and state government officials
- Requesting donations from businesses and community organizations

## Speak Out for FCCLA Project Ideas List

Projects in the areas listed above could include such things as:

- Create a poster, bulletin board, display, or fair booth about an FCCLA program or chapter activity
- Tell my parents and family members about FCCLA
- Publicize a chapter project in the school
- Make posters publicizing National FCCLA Week activities
- Write a media release about a chapter activity
- Write a press advisory to inform the local media of an upcoming chapter project or your chapter's National FCCLA Week activities
- Research and find the names and contact information of the media representatives in your local media outlets. Create a directory of these contacts for future chapter use.
- Demonstrate a STAR Event in class
- Help plan National FCCLA Week activities
- Read an announcement about an FCCLA activity on the school TV or audio system
- Write a letter to a state legislator about why FCCLA is important to schools, families, careers, and communities
- Create a pamphlet, computer demonstration, PowerPoint presentation, video, or slide show about FCCLA
- Set up a booth for eighth grade or freshman orientation and hand out fliers and pencils promoting FCCLA involvement
- Create a chapter Web site or newsletter
- Make a fun presentation about Family and Consumer Sciences courses and FCCLA for a potential member presentation
- Serve as a committee chair to organize National FCCLA Week activities
- Appear on a television or radio show to speak about FCCLA and chapter activities
- Send an article to the local paper about your chapter's activities and accomplishments

- Write a story or editorial about the benefits of FCCLA or how it has changed your life for the better. Submit it to local media outlets.
- Speak to school administrators, counselors, and/or school board members about FCCLA and chapter activities
- Speak to local and state government officials about FCCLA
- Request donations from businesses and community organizations
- Other (please describe): \_\_\_\_\_

## How-to: The FCCLA Planning Process

Use the [Project Sheet](#) to move step-by-step through your project.



### Identify a Concern

Begin by checking off project ideas you like on the "Speak Out for FCCLA" project ideas list. If you want, add your own ideas. Talk them over with your FCCLA adviser to make sure they fit **Power of One** and "Speak Out for FCCLA."

Next, choose an issue or skill that is your personal priority. It may help to narrow the project ideas you checked to three of your biggest concerns. Circle those three. If you need help narrowing the list, talk to friends, family, or other people in the community.

Look over the ideas you circled and answer the questions on the [Project Sheet](#). Based on your answers, number the ideas you circled. Number "1" should be the project that is most important to you and best fits **Power of One**. Write your number "1" project idea on the [Project Sheet](#) after the words, "My top concern is:"



### Set a Goal

A goal states the purpose and direction for your project. In Power of One, you set a goal that has personal meaning for you.

As you think about setting a goal for your project, ask yourself—

- What deadline should I set for my project?
- What will be the results?
- How will I know if I have achieved my goal?

On the same [Project Sheet](#), under "Set a Goal," describe what you want to accomplish. You may want to fill in the blanks of the sentence provided. Or, write your own goal underneath it.



Your goal should be described in such a way that you, your adviser and/or the evaluation team (optional) will know when you are finished. Check the wording of your goal statement with your adviser.

An example:

By November 1, I will improve my speaking skills by giving a five-minute speech about **Power of One** to my chapter.



### Form a Plan

Develop a thorough plan. Decide what you will do, who can give you information, when you will complete each step, where you will do your project, and how you will accomplish the activities.

Write your plan under Form a Plan on the **Project Sheet**. Attach a separate sheet listing resources that can help you with your project. This might include people, publications, or community agencies. Ask your adviser, teachers, family, or friends if they know of helpful resources.

Schedule a meeting with your adviser and/or your evaluation team. Show them your plan. Be prepared to answer questions about your proposed project. Ask them to review the checklist on the "Speak Out for FCCLA" **Project Sheet**.

The evaluation team and/or your adviser may approve your plan or ask you to revise it. You may need to adjust your plan and then share the revised plan with your adviser.



### Act

Tackle your project by dividing your plan into daily or weekly tasks. List everything you need to do. List people to see, tasks to complete, books to read, etc.

You may need to add more detail to your plan. Talk with your adviser and others who know about your topic area. They can support and guide you. Share your progress with them, especially if you need to change your plan as you go along.



### Follow Up

To complete your project, answer the questions in the "Follow Up" section of the Project Sheet.

Hold a follow-up meeting with your adviser and/or evaluation team. Take along your completed Project Sheet. Also take any photographs, papers, news articles, and other items that reflect your project. Put them in a notebook or folder, or make a poster. Ask your adviser and/or evaluation team to complete the "Follow-up Checklist."



The evaluation team or your adviser will help decide if you reached your goal. If you have, they will approve your project. If you have not reached your goal, you may have to spend more time on it or revise the plan.

See if your local newspaper might be interested in reporting on your project. There is a [sample news release](#) in the [Advice to Advisers section](#) of this CD-ROM. After your "Speak Out for FCCLA" project has been completed and approved, ask your adviser to order your **Power of One** ribbon, pin, or charm. Wear it proudly!

## Next Steps

If you complete all five **Power of One** units, fill out the [Five Unit Recognition Form](#). Send it to your state adviser for state and national FCCLA recognition. Check out the [Recognition](#) section for other ideas for recognizing your accomplishments.

There are other national FCCLA programs that deal with the same project areas as "Speak Out for FCCLA." Some examples are listed below. Ask your adviser about how to become involved in these programs.

If your "Speak Out for FCCLA" project focused on...	You might want to try...
Creating a poster, bulletin board, display, computer demonstration, video, slide show, etc.; keeping chapter scrapbook; creating home page or newsletter	<ul style="list-style-type: none"> <li>• Applied Technology STAR Event</li> <li>• Chapter Showcase STAR Event</li> </ul>
Explaining FCCLA to family members	<ul style="list-style-type: none"> <li>• Families First ("You-Me-Us")</li> <li>• Interpersonal Communications STAR Event</li> <li>• National Programs in Action STAR Event</li> </ul>
Explaining Family and Consumer Sciences classes and FCCLA to potential members	<ul style="list-style-type: none"> <li>• Brand FCCLA materials</li> <li>• Promote and Publicize FCCLA! STAR Event</li> </ul>
Publicizing a project, writing media releases, contacting the press, appearing on TV or radio	<ul style="list-style-type: none"> <li>• Chapter Showcase STAR Event</li> <li>• Promote and Publicize FCCLA! STAR Event</li> </ul>
Organizing National FCCLA Week activities	<ul style="list-style-type: none"> <li>• All national FCCLA programs</li> <li>• Brand FCCLA materials</li> </ul>
Explaining FCCLA to administrators, counselors, school board members, government officials;	<ul style="list-style-type: none"> <li>• National Programs in Action STAR Event</li> <li>• Interpersonal Communications STAR</li> </ul>



requesting donations	Event <ul style="list-style-type: none"> <li>Promote and Publicize FCCLA! STAR Event</li> </ul>
Demonstrating a STAR Event	<ul style="list-style-type: none"> <li>Any STAR Event</li> </ul>

## Resources

There is a wealth of resources available to assist you with your Speak Out for FCCLA project:

### In your community

- Media professionals, public relations professionals
- School departments
- School media center
- School newspaper staff or journalism teacher
- Career and technical schools
- League of Women Voters

### At the library or bookstore

- *Writing Effective News Releases... How to Get Free Publicity for Yourself, Your Business, or Your Organization* by Catherine V. McIntyre
- *Public Relations Kit for Dummies* by Eric Yaverbaum with Robert Bly
- *Free Publicity: A TV Reporter Shares the Secrets for Getting Covered on the News* by Jeff Crilley
- *Desktop Publishing and Design for Dummies* by Roger C. Parker
- *Building a Web Site for Dummies* by David A. Crowder and Rhonda Crowder
- *The Non-Designer's Web Book* by Robin Williams and John Tollett
- *Digital Filmmaking for Teens* by Pete Shaner and Gerald Everett Jones
- *Gala!: The Special Event Planner for Professionals and Volunteers* by Patti Coons
- *The Essential Event Planning Kit* by Godfrey Harris
- *Assemblies and Pep Rallies: The Best of Leadership Magazine* (available from NASSP)
- *The Quick and Easy Way to Effective Speaking* by Dale Carnegie

### From FCCLA

- *Teen Times*
- *FCCLA Is...* video/DVD
- FCCLA Chapter Handbook
- Brand FCCLA materials



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## Online

Conduct an online search through [Google](#) or another search engine for a topic related to your project area. Some of the following sites might be applicable:

- FCCLA [www.fcclainc.org](http://www.fcclainc.org)
- Website Beginner Tutorials for Teens  
[http://directory.google.com/Top/Kids\\_and\\_Teens/Computers/Web\\_Page\\_Design](http://directory.google.com/Top/Kids_and_Teens/Computers/Web_Page_Design)
- A Beginner's Guide to HTML  
<http://archive.ncsa.uiuc.edu/General/Internet/WWW/HTMLPrimerAll.html>
- HTML: An Interactive Tutorial for Beginners [www.davesite.com/webstation/html](http://www.davesite.com/webstation/html)
- Campus Publicity Techniques [www.ibiblio.org/netchange/ccco/orgpub.html](http://www.ibiblio.org/netchange/ccco/orgpub.html)
- Publicity Primer [www.housing.ufl.edu/RA/Publicity.htm](http://www.housing.ufl.edu/RA/Publicity.htm)
- The Ultimate PR & Publicity Secret [www.publicityinsider.com/freesecond.asp](http://www.publicityinsider.com/freesecond.asp)
- 6 Easy Steps to a Winning Press Release  
[www.entrepreneur.com/tsu/article/0,5788,306423,00.html](http://www.entrepreneur.com/tsu/article/0,5788,306423,00.html)

Note: FCCLA encourages students to use the Internet only under the supervision of a responsible adult.

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