



Advisors, members and parents of South Dakota FCCLA,

Hello, I am Mariah Stensgaard and I am serving as your 2016-2017 SD State Vice President of Membership. I have been apart of the Harrisburg FCCLA chapter for 3 years now and also am their Vice President of Membership for the year. I am beyond excited for what is to come this year in our state. Needless to say, I am also excited about this years membership campaign!

South Dakota FCCLA has always been held to a high standard on the national level and I knew that this years membership campaign had to be to that standard as well. Through researching our states membership in the past few years, I have realized that we are struggling more at the retention aspect of the three R's of membership. Based on this, we are launching the Red, White and YOU! campaign. With this, we are refining the membership increase award to either increasing membership by 5 or having 50% of eligible students that have taken FACS in FCCLA. This then makes the goal attainable for smaller schools in the state and they are also improving the retention aspect of membership. There will be a VIP ice cream social held at the state meeting for all chapters that complete this (there is an attached application). The main goal of this campaign is to reach 2,000 members by the end of the school year. To reach this goal, every chapter would have to increase membership by 4 students. This year we can show just how devoted SD FCCLA is to our members by introducing more to this wonderful organization.

Through out the year I will be sending out monthly recruitment ideas to get your members and students excited about FCCLA. Attached to this is the logo for the membership campaign, please feel free to promote this throughout your school! There is also a membership starter pack for your chapter to use. I would like to wish you all a great year and I hope to see all of you at fall leadership, regions and state meeting!

Please feel free to contact me about any questions you may have regarding anything FCCLA.

Mariah Stensgaard

SD VP of Membership

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