

## Promote and Publicize FCCLA! Teaching Tips for Advisers

The **Promote and Publicize FCCLA!** event is a great opportunity to engage students in all your classrooms. Incorporating a Promote and Publicize FCCLA! project into your classroom will allow you to tie FCCLA, school and community relations, and communications together in a way that is advantageous for your program because it is a great reason to get students to talk to administration, school board members, and community leaders about the importance of your FACS and FCCLA. Use it as an ongoing project in your classroom or with your FCCLA officer team and it can become a bookend for the semester or school year. Students should learn networking, public speaking, leadership, and communications skills. In addition, this project provides writing projects for students which are creative, fun, and rewarding. This event will appeal most to students interested in journalism, public relations, media, marketing, and advertising and is an excellent way to help students explore and gain experience in these and related careers.

### RESOURCES

- *The Guide to Promoting FCCLA*
- *FCCLA Tagline and Logo Usage Guide*
- *FCCLA's Be Part of It!*
- FCCLA national website, [www.fcclainc.org](http://www.fcclainc.org)

