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IOWA ASSOCIATION OF FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA

THE ULTIMATE LEADERSHIP EXPERIENCE
WHAT IS IOWA FCCLA?

Family, Career and Community Leaders, Inc. (FCCLA) is a national nonprofit 501(c)(3) career and technical student organization for young men and women in Family and Consumer Sciences education. Today over 175,000 members in more than 5,300 chapters are active in a network of associations in all 50 states, in addition to the Virgin Islands and Puerto Rico. The national association is based in Reston, Virginia.

Iowa FCCLA has over 2,825 members in 95 chapters. Intra-curricular activities include a variety of youth concerns including teen pregnancy, parenting, family relationships, substance abuse, peer pressure, environment, nutrition and fitness, teen violence, and career exploration. Involvement in FCCLA offers members the opportunity to expand their leadership potential and develop skills for life - planning, goal setting, problem solving, decision making, and interpersonal communication - necessary in the home, workplace, and community.

WHAT IS THE STATE LEADERSHIP CONFERENCE?

The Iowa FCCLA State Leadership Conference is the pinnacle of the Iowa FCCLA experience. In 2019, over 500 students from 56 schools competed for the opportunity to represent Iowa at the National Leadership Conference. Through a rigorous competitive events program, Iowa FCCLA is able to prepare students with leadership and career skill sets and provide recognition in Peer Education. Students are also presented with leadership involvement activities including campaigning for state office, visiting exhibit booths, and networking with fellow members. The 2020 State Leadership Conference will be held at the Holiday Inn Des Moines Airport on March 29-31, 2020.

WHAT IS THE FALL LEADERSHIP RALLY?

The Iowa FCCLA Fall Leadership Rally is a one-day event focused on the ultimate leadership experience. Over 350 leaders gather from across the state to explore the opportunities FCCLA has to offer. Student leaders also learn about the benefits of Peer Education, participate in community service projects, listen to a nationally recognized motivational youth speaker, and network with fellow members and advisers.

For more information about Iowa FCCLA please visit [www.iowafccla.org](http://www.iowafccla.org).
To donate or support Iowa FCCLA please visit [www.iowafccla.org/support](http://www.iowafccla.org/support)
Dear Iowa FCCLA Supporter:

Thank you for showing interest in becoming a partner with Iowa FCCLA. Now more than ever we need your support for our expanding organization. Without your generosity, our organization could not flourish effectively to enlighten and strengthen the lives of students, advisers, and numerous others.

Every year we have our State Leadership Conference where members from all over the state come to compete with each other. At this three-day conference, students compete to show their knowledge of selected topics to represent their school and state. Participants are also invited to raise money for the community and network with others, opening the door for new friendships and opportunities. State Leadership Conference will be March 29-31, 2020, at the Holiday Inn Des Moines Airport.

Serving as a conference partner allows you to leave a lasting impression by being a part of the organization, working side by side with our members. You may interact directly with members, advisers, and staff, sharing knowledge and expertise by discussing the many opportunities your business or organization offers.

Thank you for your time in reviewing this packet and finding the best way for your business to support Iowa FCCLA and to invest in the future workforce and community. We hope to create a strong bond with your organization for years to come.

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**Partnership Levels**

**ULTIMATE $10,000**

- Recognition as Title Partner of State Leadership Conference or Fall Leadership Rally
- Recognition as an Ultimate Partner on Iowa FCCLA’s Website
- Complimentary Business and Career Fair Booth at the State Leadership Conference and Fall Leadership Rally
- Recognition as an Ultimate Partner during a General Session with a representative present to accept Conference Partner Thank You Award
- Promotional materials included in all chapter registration packets
- Provide remarks at the adviser professional development session
- Partner may submit judge(s) for each specific event
- Partner representative can provide 1-to 3-minute remarks at opening session
- Two guaranteed 45-minute workshops available
- Partner logo placed on name badges and conference lanyards
- Partner logo placed on a photo backdrop banner with the Iowa FCCLA logo
- Partner logo placed on a conference-themed t-shirts

**LEADERSHIP $5,000**

- Recognition as a Leadership Partner in Conference Program & App
- Recognition as a Leadership Partner on Iowa FCCLA’s Website
- Complimentary Business and Career Fair Booth at the State Leadership Conference and Fall Leadership Rally
- Recognition as a Leadership Partner during a General Session with a representative present to accept Conference Partner Thank You Award
- Promotional banner displayed on-stage at State Leadership Conference or Fall Leadership Rally
- Partner may submit one judge for each specific event
- Partner representative can provide 1- to 3-minute remarks at a general session
- Two 45-minute workshops available
- Partner logo placed on name badges or conference lanyards
- Partner logo placed on a conference-themed t-shirt
EXPERIENCE  $2,500
• Recognition as an Experience Partner in Conference Program & App
• Recognition as an Experience Partner on Iowa FCCLA Website
• Complimentary Business and Career Fair Booth at the State Leadership Conference or Fall Leadership Rally
• Recognition as an Experience Partner during a General Session with a representative present to accept Conference Partner Thank You Award
• Promotional banner displayed at State Leadership Conference or Fall Leadership Rally
• Partner may submit one judge for each specific event
• One guaranteed 45-minute workshop
• Partner logo placed on a conference-themed t-shirt

RED  $1,000
• Recognition as a Red Partner in Conference Program & App
• Recognition as a Red Partner on Iowa FCCLA Website
• Complimentary Business and Career Fair Booth at the State Leadership Conference or Fall Leadership Rally
• Recognition as a Red Partner during a General Session with a representative present to accept Conference Partner Thank You Award
• Promotional banner displayed at State Leadership Conference or Fall Leadership Rally

BUSINESS AND CAREER FAIR
MARCH 30, 2020 | 10 AM – 2 PM
The State Leadership Conference provides colleges and universities, military partners, business and industry, and fundraising partners, the opportunity to network with conference attendees. This Business and Career Fair is held in conjunction with many student activities, driving traffic past booths throughout the day. Business and Career Fair opportunities are included in some Partnership Levels. The 2020 State Leadership Conference will be held at the Holiday Inn Des Moines Airport on March 29-31, 2020.

SLC and FLR Combo Booth | $250
8’ tables, two chairs, fair entrance placement

State Leadership Conference Booth | $150
8’ skirted table, two chairs, high traffic placement

OCTOBER 5, 2020
Fall Leadership Rally Booth | $150
8’ skirted table, two chairs, high traffic placement
PARTNERSHIP OPPORTUNITIES

Adviser/Judge Luncheon  |  $2,500
At State Leadership Conference, all advisers, judges, and volunteers registered for the conference will attend a luncheon. Partners are welcome to speak to individuals and build an education network. This option includes branding for luncheon, signs and banners at location, and the ability to provide informational materials to attendees.

Leadership Academy  |  $2,000
A leadership training series geared to help chapter advisers excel in preparing their students for college and career success. This one-day professional development at State Leadership Conference allows a supporter to gain access to a captive audience of adult leaders who provide direct impact to our student leaders. This option includes branding for training series, signs and banners, ability to provide informational materials, and 5- to 10- minute speech to FCCLA advisers.

Keynote Speaker  |  $1,500
The highlight of any conference session is the nationally sought after youth motivational speaker. Lead the keynote speaker with a speech or opening remarks to a captive audience of all conference attendees, not to exceed 5 minutes.

Nightly Entertainment  |  $500
2-min speech – See the excitement and feel the energy in the room as students gear up for the nightly entertainment offered at State Leadership Conference after a long day of competition. Speech will lead the entertainment, and partnership branding includes signs and banners along with recognition for the event.

Social Media Post  |  $100
Social media is a vital aspect of our conferences, and is used to not only communicate with conference attendees, but those monitoring the program from home. Partners may submit social media posts, and, subject to approval, have them posted as specific times during the conference.

STATE COMPETITIVE EVENTS – STATE EVENTS  $100

INTERIOR DESIGN
Student members will color a room and create a presentation board of floor, window, wall, etc.

$15 IDEA CHALLENGE
Student members will design & find an outfit with a $15 budget.

CAKE DECORATING
Celebrating FCCLA’s 75th birthday, members will decorate a cake.

MENU PLANNING & TABLE SETTING
Members will create a casual or formal table setting theme and decorate a table.

FASHION SKETCH
Croquis or sketch - members will complete a fashion design for the given situation.

“IOWA CORN”
A recipe true to Iowa - members must use corn in the dish.

FCCLA “HYPE” VIDEO
Members will develop a promotional FCCLA video!

SEW AND SERVE
Members use clothing and textiles talents to make an item and donate the product to someone else.
Competitive Event List

**PEER EDUCATION LEVEL – STATE EVENTS $200**
Covers expense of awards and certificates for winners for the selected events. 
(Selected by supporter from list of available events)

**FAMILIES FIRST**
A national FCCLA peer education program that assists youth in gaining a better understanding of how families work and learn skills to become strong family members. 
Even though there is no particular order to the units, “Families Today” is a great place to begin!

**FINANCIAL FITNESS**
A national FCCLA peer education program that involves young people teaching other youth how to earn, spend, save and protect money wisely.

**STUDENT BODY**
a national FCCLA peer education program that helps young adults learn how to eat right, be fit and make healthy choices.

**PUBLIC RELATIONS**
a peer education program in which members will be trained on how to maximize the flow of information between FCCLA and the public. Public Relations team members will help “brand” FCCLA across Iowa by using topics of public interest and news items that continue to support the mission and purposes which FCCLA was founded. Common activities include speaking at conferences, working with the media and helping publicize the Iowa FCCLA website through the use of YouTube and Facebook to energize members statewide.

**STAR EVENT LEVEL – NATIONAL EVENTS $300**
Covers expense of awards and certificates for 1st -10th place winners for the selected events. 
(Selected by supporter from list of available events)

- Baking and Pastry
- Career Investigation
- Chapter in Review Display and Portfolio
- Chapter Service Project Display and Portfolio
- Culinary Arts
- Culinary Math Management
- Early Childhood Education
- Entrepreneurship
- Event Management
- Fashion Construction
- Fashion Design
- Focus On Children
- Food Innovations
- Hospitality, Tourism and Recreation
- Interior Design
- Interpersonal Communications
- Job Interview
- Leadership
- National Programs In Action
- Nutrition and Wellness
- Parliamentary Procedure
- Professional Presentation
- Promote and Publicize FCCLA
  - Public Policy Advocate
  - Re-purpose and Redesign
  - Say Yes to FCS Education
  - Sports Nutrition
  - Sustainability Challenge
  - Teach and Train
  - Digital Stories For Change (Online)
  - FCCLA Chapter Website (Online)
  - Instructional Video Design (Online)
Does your heart skip a beat when you see the sea of RED? Would you like to be a part of something bigger than yourself while supporting an organization that has given so much to you? What if it was easy and fun to continue to show your FCCLA pride?

**WHAT IS THE RED JACKET CIRCLE?** The Red Jacket Circle through Iowa FCCLA is a new program allowing individuals to make recurring tax-deductible monthly gifts through a credit or debit card. Gift amounts start as little as $6 per month, the cost of one red jacket each year. By joining the Red Jacket Circle you pledge to join an elite group of supporters who contribute a simple monthly recurring gift.

**DOES $6 A MONTH REALLY MAKE A DIFFERENCE?** Yes it does! Your $6 monthly contribution adds up to the cost of one red jacket per year and helps to further cultivate the next generation of career and community leaders to keep Iowa strong. We invite you to further expand your impact by challenging your friends from your chapter or your fellow officer team to join us in giving back!

**WHERE WILL MY MONEY GO?** Your monthly 100% tax deductible gift will be allocated by Iowa FCCLA wherever the need is greatest. These gifts help Iowa FCCLA support all members by developing necessary resources required for the successful operation, growth and development of each member and only through your generosity we are able to actively pursue our mission of cultivating resources to support Iowa FCS.

**HOW DO I BECOME A MEMBER?** Becoming a member of the Red Jacket Circle is easy! Taking a few minutes to fill out the form will make a lifetime of difference. If you’re interested in annual billing, please let us know.

**$6 A MONTH**
- Monthly Iowa FCCLA Newsletter
- Year-end Tax Statement
- Red Jacket Circle member in the Annual FCCLA Report
- FCCLA Lapel Pin

**$10 A MONTH** $6 a month donor level plus:
- Iowa FCCLA vinyl sticker
- FCCLA Alumni and Associates membership

**$25 A MONTH** $6 and $10 donor level plus:
- VIP seating at State Leadership Conference
- Special VIP gift
FREQUENTLY ASKED QUESTIONS

Q: How can I finalize being a Partner?
A: Complete the Iowa FCCLA Partnership and Exhibitor Form (iowafccla.org/support) with your information and choice of partnership.

Q: What if my organization would like to only be an exhibitor at the conference?
A: Any level of support is greatly appreciated. Complete the Iowa FCCLA Partnership and Exhibitor Form (iowafccla.org/support) with your organization’s information and select exhibitor.

Q: Do I have to physically attend the conference?
A: While Iowa FCCLA does not require your presence at the conference, depending on the partnership level or options your presence is highly encouraged to receive the full experience and fully engage with attendees.

Q: What deadlines do I need to meet as an organization?
A: Iowa FCCLA recommends confirming your selection(s) with Iowa FCCLA by February 15 to ensure your organization takes full advantage of opportunities. After your organization selects a package within the partnership form, you will receive detailed information on deadlines.

Q: What are my housing options on-site at SLC?
A: All supporters are welcome to make use of the Iowa FCCLA conference housing portal when booking accommodations in Des Moines, Iowa. Housing is made available to all conference participants on February 1. Room rates and applicable fees are the responsibility of the supporter.

Q: How many opportunities are available?
A: While each level offers different levels of exposure for your organization, some opportunities are limited. Most opportunities are on a first-come, first-serve basis. For specific requests, please contact Jill Krall at director@iowafccla.org.

Q: If there are additional areas I may be interested in supporting; how should I inquire?
A: Our opportunities are made available early to ensure supporters and Iowa FCCLA have time to process all information. If there are additional areas your organization is interested in being a part of, please contact Jill Krall at director@iowafccla.org.

Q: Is my contribution tax deductible?
A: Our organization is a 501(c)(3) authorized by the IRS. Donations and contributions are tax deductible. For more information please contact Jill Krall at director@iowafccla.org.