

### SUMMIT



SCHOOL  
OUTREACH  
ACTIVITIES

PUBLIC  
POLICYMAKERS  
OUTREACH

COMMUNITY  
OUTREACH  
ACTIVITIES

### REWARDS



PROMOTIONAL  
PENNANT



SPECIAL PLAQUE  
FROM DECA'S  
CONGRESSIONAL  
ADVISORY BOARD

LETTER OF RECOGNITION  
TO ADMINISTRATOR AND  
GOVERNMENT OFFICIALS



COMPLIMENTARY  
BLAZER PATCH  
EXCHANGE\*



GUIDING PRINCIPLES  
POSTER SERIES

### PEAK



SCHOOL  
OUTREACH  
ACTIVITIES

PUBLIC  
POLICYMAKERS  
OUTREACH

COMMUNITY  
OUTREACH  
ACTIVITIES

### REWARDS



GUIDING PRINCIPLES  
POSTER SERIES



SPECIAL  
CERTIFICATE  
FROM DECA'S  
CONGRESSIONAL  
ADVISORY BOARD



COMPLIMENTARY  
BLAZER PATCH  
EXCHANGE\*

### PINNACLE



SCHOOL  
OUTREACH  
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PUBLIC  
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COMMUNITY  
OUTREACH  
ACTIVITIES

### REWARDS



SPECIAL  
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Participate in DECA's Advocacy Campaign during the month of February and report your activities online.

DEADLINE FOR RECOGNITION:  
**March 15, 2012**

Reward items shown are for pictorial purposes. Actual items may vary. Complimentary blazer patch exchange for all your chapter's patches.

FOR DETAILS AND RESOURCES, VISIT

<http://www.deca.org/events/ctemonth>

The goal of **DECA's Advocacy Campaign** during Career and Technical Education Month is to showcase the impact that DECA has in preparing emerging leaders and entrepreneurs. Throughout all outreach activities, DECA members should communicate our mission and guiding principles. The following tools will be helpful:

**DECA ANNUAL REPORT:** <http://www.deca.org/about>

**DECA FACT SHEET:** <http://www.deca.org/about>

**PUBLIC SERVICE ANNOUNCEMENT:** <http://www.deca.org/pages/psa>

**PARTNERSHIP VIDEO:** <http://www.deca.org/pages/partner>

### **SCHOOL OUTREACH ACTIVITY IDEAS**

- Ask current members to write testimonials on how DECA has impacted them, and send them to underclassmen that are potential DECA members.
- Promote DECA to middle school students by conducting a business, marketing, financial literacy or entrepreneurship activity.
- Deliver a presentation on the impact of DECA to the local school board and/or administrators.
- Make a promotional kit that highlights the impact of your chapter's activities and share it with teachers, counselors, principals and superintendents.
- Play the DECA public service announcement over the school's television circuit or post to your school's social media sites.

### **PUBLIC POLICYMAKERS OUTREACH IDEAS**

- Ask public policymakers for a statement of support for DECA and Career and Technical Education.
- Deliver a presentation on the impact of DECA to the mayor, city council or state legislators.
- Conduct a letter writing campaign to the Department of Education or state legislators about the impact of DECA and the value of their support.
- Make a promotional kit that highlights the impact of DECA and share it with public policymakers.
- Request a proclamation signing in recognition of Career and Technical Education Month and DECA from public policymakers.

### **COMMUNITY OUTREACH ACTIVITIES**

- Connect with your local chamber of commerce or similar organization.
- Make a visit with your chapter officers to your local National Advisory Board partners and share information about DECA.
- Ask a business partner, including those on the National Advisory Board, to give an industry expert presentation as a guest speaker.
- Work with local media, such as television, radio, print, online and specialty outlets, to place the DECA public service announcement on the air, in a newsletter or on social media.
- Deliver a presentation on the impact of DECA to local civic groups.

For more information about CTE Month, visit [www.acteonline.org](http://www.acteonline.org)