



DECA Style!!

Online Leadership
Development Tool-Kit

Your Guide To Fundraising

Introduction

DECA provides great Sales & Marketing projects or fundraisers for your local chapter or state association to try! Sales and Marketing projects can be not only profitable financially but very educational as the marketing students and DECA members can practice inventory, the concepts of supply and demand and pricing, and the techniques needed to close a sale. Some great tips on fundraising include:

- ✓ Set a clear goal stating how much money needs to be raised and how these funds will be spent.
- ✓ Allow a **reasonable** time span for the fundraiser to run.
- ✓ Encourage participants to have family members help. School administration and faculty are also good people to **include**.

Here are some great Sales & Marketing Projects to try:

Otis Spunkmeyer



Looking for a profitable fundraiser? Selling these fine pastries (cookies, brownies and muffins) is the perfect way to raise funds for your chapter. You can ask administration to sell during lunch periods or you can sell at your local school's sporting events. Call for a free catalog at 1-888-ASK-OTIS.

Data Match

DATA MATCH

This is a great project to try in connection with a dance. With this sales and marketing project, you have students fill out questionnaires on their social life. They return them to Data-Match, and they will provide a sealed envelope for each person who filled out the survey. You come back with the survey and sell them to the students. You could sponsor a dance in conjunction with this so everyone can meet his or her most compatible person in a social setting.

Chocolate



DECA has several sales and marketing companies for you to choose from for chocolate sales. These products will insure your success with their fine names and reputations.

Kathryn Beich Inc.
A Division of M&M

These are just a few of the fundraising projects our student organization suggests for you. To find more projects, log on to the World Wide Web and goto:

<http://deca.org/S-M/MainSMPPage.htm>.

