



Here's the chance for
your chapter to show
its DECA Pride!

Remember, DECA Week
is October 8–14. Start
planning your
activities today!

Diamond Level

Goals to Achieve

- Recruit 10 or more student members than last year, or achieve 100% membership.
- Recruit 10 or more alumni and/or professional members.
- Implement 6 DECA Week promotions in your school.

Rewards

- Receive all the awards and recognition of the “Platinum” level, plus:
- Letter of commendation to your principal
- Recognition onstage at International CDC
- Special Top Level plaque for classroom display

Platinum Level

Goals to Achieve

- Recruit 5 or more student members than last year, or achieve 100% membership.
- Recruit 5 or more alumni and/or professional members.
- Implement 3 DECA Week promotions in your school.

Rewards

- Receive all the awards of “Gold” level, plus:
- Acknowledgement in *Dimensions*, *Advisor* and on www.deca.org
- DECA Screen Saver

Gold Level

Goals to Achieve

- Recruit five (5) or more members (student, professional or alumni) than last year.
- Submit this achievement on your initial Membership Roster due January 1.

Rewards

- Membership cards/pins for members/advisors
- Level certificate

100% Chapter

Goals to Achieve

- Achieve chapter membership that includes 100% of the marketing education students in your school.
- Submit this achievement on your initial online membership roster due January 1.

Rewards

- Membership cards/pins for members/advisors
- 100% membership certificate
- 100% classroom pennant

New or Reactivated Chapter

Goals to Achieve

- New or reactivated chapter
- Submit membership roster to DECA

Rewards

- Welcome letter from Dr. Ed Davis, Executive Director of DECA Inc.
- Congratulatory letter from the 2006–2007 National Officer Team
- DECA IMAGES discount coupon
- DECA 50th Anniversary History Book
- Membership cards/pins for each member/advisor
- New chapter certificate

Big News for 2006–2007!

DECA will recognize the **largest chapter** in each state/province with a special plaque presented on stage at ICDC.

The **largest chapter in DECA** will be featured in next year's membership video!

Stay tuned for details!

**Chapter Achievement Report Form for the
2006–2007 “Let the Adventure Begin” Membership Campaign!**

Must be submitted to DECA’s High School Division by January 1, 2007.

School: _____

Advisor: _____

E-mail address: _____

Phone: () _____ Fax: () _____

Street Address: _____

City: _____ State: _____ ZIP Code _____

Please provide the following information as it applies to your chosen level for campaign recognition:

Chosen Level of Recognition (select *only one*)

- _____ a. Diamond Level _____ b. Platinum Level _____ c. Gold Level
_____ d. 100% Membership _____ e. New or Reactivated Chapter

Procedure for Submitting for Diamond/Platinum Recognition

- Entry must be presented in a DECA folio (IMAGES order #WEF000) by January 1, 2007.
- Entry must be complete and properly submitted. Incomplete and/or improperly submitted entries will *not* be considered for recognition.
- DECA Week (Oct. 8–14) activities must have a complete description:
Incorrect: Tuesday—wore DECA T-shirts
Correct: Tuesday—All DECA members wore special T-shirts designed by the chapter president. The emblem on the blue shirt incorporated the DECA diamond as well as the school mascot. The shirts turned out to be so popular that many non-DECA members inquired about how to get one for themselves. This interest gave us a great opening to talk about DECA.
- Elements of the entry must follow the sequenced outline:
 - Completed Chapter Achievement Report form
 - Copy of the initial membership roster
 - List of DECA Week activities (Pictures and samples of brochures or flyers, while not necessary to achieve the Platinum level, are welcome and can only serve to enhance your entry.)

Advisor signature

Date

Chapter Officer signature

Date

DECA Week (Oct. 8–14) activities are public relations undertakings that raise the visibility of your chapter in your school and your community. They can also help with recruitment. A list of usable promotions and activities can be found in the advisor resource section of www.deca.org/pdf/decaweek.pdf.

Regular DECA chapter activities do not qualify as DECA Week activities. Projects that will run throughout the year or will be conducted later in the year do not qualify as DECA Week activities. You could, however, make a kick-off announcement for a project or for your program of work for the year: hang a poster, submit a newspaper article, make a clever public address announcement—be creative!