

# 2009 – 2010 “Live Learn Lead” Membership Campaign!

## Start of School – November 13, 2009 ♦ DECA Week October 11–17, 2009



### 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 5 PR/Promotion activities between the start of school and Nov. 13.
- Designate one day of DECA Week as “DECA Serve Day” where all activities are focused on one or more community service projects.

#### Rewards

- Recognition onstage at the International Career Development Conference
- Special Diamond level plaque for classroom display
- Letter of commendation to your principal
- Acknowledgement in *Dimensions* and *Advisor* and on [www.deca.org](http://www.deca.org)
- Diamond Level Certificate
- Membership cards/pins for members/advisors

### Gold Level

#### Goals to Achieve: 5 or more members than last year

*(No documentation is required for the gold level. Recognition will be based on the membership report at DECA Inc.)*

#### Rewards

- Gold Level Certificate
- Membership cards/pins for members/advisors

### 100% Membership Chapter

#### Goals to Achieve

- 100% membership means that 100% of the marketing education students are DECA members.
- Submit membership to DECA Inc. by November 13.

#### Rewards

- Congratulatory letter from the 2009–2010 National Officer Team
- DECA Images discount coupon
- 100% membership certificate
- 100% classroom pennant
- Membership cards/pins for members/advisors

### New or Reactivated Chapter

*(No documentation is required for this level. Recognition will be based on the membership report at DECA Inc.)*

#### Rewards

- Welcome letter from Dr. Edward Davis, Executive Director, DECA Inc
- Congratulatory letter from the 2009–2010 National Officer Team
- DECA Images discount coupon
- DECA 50th Anniversary History Book
- New/Reactivated chapter certificate
- Membership cards/pins for each member/advisor

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## Diamond Level Submission Process

*Must be submitted to DECA's High School Division by December 1, 2009.*

Activities used for the DECA Membership Campaign must be public relations/promotions that raise the visibility of the chapter in your school and your community. They can also help with recruitment. A list of suggested promotions and activities can be found at [www.deca.org/campaignactivities.html](http://www.deca.org/campaignactivities.html).

Regular DECA chapter activities or activities involving only DECA chapter members do not qualify as DECA Membership Campaign activities. Projects that will run throughout the year or will be conducted after November 13 do not qualify as Membership Campaign activities. You could, however, have a kick-off event for a long-term project, hang a poster, submit a newspaper article, or find some other creative way to let the community know what DECA is doing. One activity must be a community service project or projects highlighted as “DECA Serve Day.”

## Use the following as a checklist for your Diamond Level submission:

- Go to <http://www.deca.org/pdf/MemCampReport.doc> to access the DECA Membership Campaign Reporting Form and submission guidelines.
- Print out the Reporting Form, fill in the requested information and use as the first page of your submission.
- Entry should be submitted in a DECA folio.
- List your 5 DECA Membership Campaign activities using complete descriptions that illustrate the promotional aspects of the activity. Example: The DECA students at Edwin O. Smith High created a commercial to be aired on their local public access channel so parents and other community members could learn what DECA was all about. Their commercial, titled, “DECA Exists,” went beyond the norm by reaching out to people beyond the school walls.
- Describe in detail your “DECA Serve Day” (community service) activity.
- Attach a copy of your paid roster report.
- Entries must arrive at DECA headquarters by December 1, 2009.

**Important Note:** *Because of problems with large files not transmitting through email correctly, DECA will accept an email transmission of your entry only on an “At Your Own Risk” basis. We strongly suggest that if you use this method, you follow up your submission with a phone call (703-860-5000) to be sure the entry was received at [membership\\_campaign@deca.org](mailto:membership_campaign@deca.org).*