

OWN YOUR CAMPAIGNS»»

CELEBRATE DECA MONTH IN
NOVEMBER

deca.org/chaptercampaigns

MEMBERSHIP

Guide your membership efforts by meeting these goals.

DEADLINE 12.1.16

20

MORE STUDENTS THAN
LAST YEAR

20

ALUMNI

20

PROFESSIONALS

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the categories (students, alumni and professionals) of the Membership Campaign and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the categories of the Membership Campaign and receive a pennant, plaque, flag and three allocations to attend the **THRIVE ACADEMY** at ICDC!

GLOBAL ENTREPRENEURSHIP WEEK

Activities must occur during November 14-20, 2016. Submit DECA Idea Challenge entries at www.deca.org/ideachallenge.

3

IDEA CHALLENGE
ENTRIES



3

SUCCESS STORIES OF ALUMNI
ENTREPRENEURS



3

SCHOOL/COMMUNITY
OUTREACH ACTIVITIES

PROMOTIONAL

Conduct these activities from the beginning of your school year through DECA Month.

3

SCHOOL
OUTREACH ACTIVITIES



3

SUCCESS STORIES
OF ALUMNI



3

COMMUNITY
OUTREACH ACTIVITIES

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the three DECA Month Chapter Campaigns (Global Entrepreneurship Week Campaign, Promotional Campaign, and Community Service Campaign) and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the three DECA Month Chapter Campaigns (Global Entrepreneurship Week Campaign, Promotional Campaign, and Community Service Campaign) and receive a pennant, plaque, flag and three allocations to attend the **THRIVE ACADEMY** at ICDC!

COMMUNITY SERVICE

Conduct a community service activity from the beginning of your school year through DECA Month.

1

OR MORE COMMUNITY
SERVICE ACTIVITIES



75%

OR MORE PARTICIPATION OF
YOUR DECA MEMBERS



1

FORM OF PUBLICITY
OR PROMOTION

DEADLINE 12.1.16

ADVOCACY

Advocate during Career and Technical Education Month in February.

DEADLINE 3.1.17

3

SCHOOL
OUTREACH ACTIVITIES



3

PUBLIC POLICY
MAKERS OUTREACH



3

COMMUNITY
OUTREACH ACTIVITIES

Meet the requirements in the Advocacy Campaign during February and receive a pennant, special plaque from DECA's Congressional Advisory Board and a letter of recognition sent to your school administrator and government officials.

Eligibility to attend ICDC is determined by the chartered associations, based on their policies. Chapters should consult with their association advisor for eligibility guidelines.