

ACTION STEPS FOR TARGET MARKETS: MEMBERSHIP CAMPAIGN

■ www.deca.org/college-programs/membership-college for videos and other resources.

COLLEGE STUDENTS: GET IN THE CLASSROOMS!

Do a back-to-school membership blitz. Get in the classrooms and talk to students—in all majors—about the benefits of Collegiate DECA experience. If your campus holds a student organization fair, get involved. And don't limit yourself to business students! Repeat the process at the start of each new term.

HIGH SCHOOL DECA MEMBERS/ALUMNI: BRIDGE THE GAP!

Advertise in your school paper, on bulletin boards, and other visible displays to let them know there is DECA on campus and how to find you. Take it a step further by visiting your local high school DECA chapters and talking about the opportunity to continue DECA membership in college. Engage and mentor these students while they build a network of support!

COLLEGIATE ALUMNI: GET CONNECTED, STAY CONNECTED!

Entice Collegiate DECA alumni to stay connected by inviting them to be guest speakers, judges at campus competitions, or as mentors by sharing their personal success stories. Hearing from alumni lets current and prospective members know that Collegiate DECA can help make their dreams a reality!

CAMPUS FACULTY & ADMINISTRATORS: WHO ARE YOUR BEST CHEERLEADERS?

Reach beyond your current advisors. Your instructors and administrators want to see you succeed while you represent your school! Show campus leaders across all areas of study how their participation can help you win it big! From accounting and finance, to communications and art, their expertise can help you prepare for competition and build effective teams. Whether they attend chapter meetings or judge competitions, stay visible and keep them aware of everything DECA! Your persistence and success will inspire the support of the decision-makers on your campus.

BUSINESS AND COMMUNITY LEADERS: CONNECT COLLEGE TO CAREERS!

Connect your members to business professionals and other community leaders, helping your members explore internship opportunities and gain insight on jobs and careers. Invite them to events such as campus competitions and community service projects. Organize a mentoring program for your members.



TOP 3 STRATEGIES FOR REACHING ALL TARGET MARKETS: THERE'S NO "I" IN TEAM!

BUILD COMPETITION TEAMS: REACH OUT TO PROGRAMS ACROSS YOUR CAMPUS

Go to www.deca.org/college-programs/college-competitive-events and find out how to *Form Competition Teams on Your Campus*. Collegiate DECA offers events in five major areas: Business Management & Administration; Entrepreneurship; Finance & Accounting; Hospitality & Tourism; and Marketing & Communications.

HOST A CAMPUS COMPETITION: AN EVENT FOR EVERYONE

Hosting a competition on your campus is one of the most effective ways to show potential members a major part of Collegiate DECA while helping current members prepare for competition success. Invite key stakeholders to judge the competition and bring alumni back to campus. Showcase your members' hard work and abilities to faculty and administrators, and build a strong network of community leaders who can support your chapter and school. Go to www.deca.org/college-programs/college-competitive-events for a guide to hosting campus competitions.

GO BEYOND COMPETITION: IT'S NOT FOR EVERYONE

Offer your members more than competition through a year-round program of activities that inspires them to be academically prepared, community oriented, professionally responsible and experienced leaders. Through these activities your members and chapter can be recognized through the Leadership Passport Program. Learn more at www.deca.org/college-programs/passport-program.