The Financial Literacy Promotion Project is a chapter project that provides an opportunity for chapter members to demonstrate the knowledge and skills needed in planning, organizing, implementing and evaluating a campaign to educate chapter members and the general public or an organized group about the importance of financial literacy. To be financially literate, one must be able to confidently read, analyze, and manage their personal finances to lead more secure and satisfying lives.

After learning the economic principles associated with financial literacy, such as banking (managing checking and savings accounts), budgeting, and setting and implementing financial goals (short term to retirement), chapter members will utilize their marketing knowledge and skills to communicate the benefits of financial literacy to others. Topics may include spending and saving, credit and debt, employment and income, investing, risk and insurance, and financial decision making. All chapter members are encouraged to participate.

The Financial Literacy Promotion Project provides an opportunity for chapter members to:
- demonstrate their knowledge and understanding of financial literacy
- engage in activity(ies) that clarify and enhance understanding of financial literacy
- utilize project management skills to plan and implement a presentation or activity(ies) to educate and promote financial literacy to organized groups and/or the general public
- evaluate the activity(ies)’ effectiveness in promoting financial literacy
- develop a written report and presentation on the procedures of planning, implementing, coordinating and evaluating the project

The project may begin at any time after the close of the previous chartered association conference and run to the beginning of the next chartered association conference.

**KEOWLEDGE AND SKILLS DEVELOPED**

Chapter representatives will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today’s employers:
- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA’s competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.
WRITTEN ENTRY GUIDELINES
The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written
Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and
submitted with the entry. Do not include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page. It must include in any order, but is not
limited to, the following:
- FINANCIAL LITERACY PROMOTION PROJECT
- Title of the project
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of participants
- Date

Title page will not be numbered.

TABLE OF CONTENTS. The table of contents should follow the title page. The table of contents may be
single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

BODY OF THE WRITTEN ENTRY. The body of the written entry begins with Section I, Executive Summary, and
continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages
are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix
(optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form.
Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY
   One- to three-page description of the project

II. INTRODUCTION
   A. Description of the local DECA chapter
   B. Description of the school and community

III. MANAGEMENT OF ACTIVITY(IES) TARGETED AT OUTSIDE AUDIENCE
   A. Purpose of the activity(ies)
   B. Planning and organization of activity(ies)
   C. Implementation of activity(ies)

IV. EVALUATION AND RECOMMENDATIONS
   A. Evaluation of campaign
   B. Recommendations for additional new activity(ies) for future campaigns

V. BIBLIOGRAPHY

VI. APPENDIX
   An appendix is optional. If additional material is appended, all pages must be numbered as noted
previously. Include in an appendix any exhibits appropriate to the written entry, but not important
enough to include in the body. These might include sample questionnaires used, letters sent and
received, general background data, minutes of meetings, etc.
WRITTEN ENTRY CHECKLIST
In addition to Written Entry Guidelines, participants must observe all of the standards on the Written Entry Checklist on page 52. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
- Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the project.
- The chapter representatives may use the following items during the oral presentation:
  - not more than three (3) standard-sized posters not to exceed 22 1/2 inches by 30 1/2 inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
  - one (1) standard-sized presentation display board not to exceed 36 1/2 inches by 48 1/2 inches.
  - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
  - one (1) personal laptop computer.
  - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events IF applicable to the presentation.
  - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual chapter representatives will be permitted, and the chapter representatives themselves must set up the visuals. No set-up time will be allowed. Chapter representatives must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING
Chapter representatives will make a 15-minute presentation to you. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the chapter representatives will describe the project. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 40 points.
# DECA

## FINANCIAL LITERACY PROMOTION PROJECT

**FINANCIAL LITERACY PROMOTION PROJECT FLPP**

### WRITTEN ENTRY EVALUATION FORM

Please refer to the [Written Entry Guidelines](#) for a more detailed explanation of these items.

<table>
<thead>
<tr>
<th>EXECUTIVE SUMMARY</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. One- to three-page description of the project</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INTRODUCTION</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Description of the local DECA chapter and the school and community</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6-7</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MANAGEMENT OF ACTIVITY(IES) TARGETED AT OUTSIDE AUDIENCE</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Purpose of activity(ies)</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>4. Planning and organization of activity(ies)</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>5. Implementation of activity(ies)</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
<td>7-8</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EVALUATION AND RECOMMENDATIONS</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. Evaluation of campaign</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>7. Recommendations for additional new activity(ies) for future campaigns</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
<td>7-8</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>APPEARANCE AND WORD USAGE</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. Professional layout, neatness, proper grammar, spelling and word usage</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**WRITTEN ENTRY TOTAL POINTS (60)**

---

JUDGE __________
## Presentation Evaluation Form

<table>
<thead>
<tr>
<th>Presentation</th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Opening presentation: overview and description of the project</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>2. Organization, clarity and effectiveness of the presentation</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>To What Extent Did the Chapter Representatives Utilize Project Management Skills To:</th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Initiate the project by identifying the focus of the campaign?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>4. Plan and organize the project?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>5. Execute and implement the campaign?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>6. Evaluate and close the project?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>General</th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

### Presentation Total Points (40)

- Written Entry (60)
- Presentation (40)
- Subtotal (100)
- Less Penalty Points
- Total Score

Judge __________