The sample included is a Chapter Team Event for 2018-2019. For the 2019-2020 school year, the Chapter Team Events are becoming the Project Management Events. Please review the DECA Guide for this year’s official event guidelines.

Below is the crosswalk that most closely compares the old to new events.

- Business Solutions Project (similar to the former Creative Marketing Project)
- Career Development Project (similar to the former Entrepreneurship Promotion Project)
- Community Awareness Project (similar to the former Public Relations Project)
- Community Giving Project (similar to the former Community Service Project)
- Financial Literacy Project (similar to the former Financial Literacy Promotion Project)
- Sales Project (similar to the former Learn and Earn Project)
THE LEMONADE STAND INITIATIVE

SUMMER LEADERSHIP SUMMIT 2017

When Life Hands You Lemons: Start a Business

ENTREPRENEURSHIP PROMOTION PROJECT
BROAD RUN HIGH SCHOOL
21670 ASHBURN ROAD
ASHBURN, VA, 20147
LAUREN BOARD, HODAN MOHAMED, KIYAN PARVARESH
APRIL 28, 2019
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THE LEMONADE STAND INITIATIVE

When Life Hands you Lemons, START A BUSINESS
EXECUTIVE SUMMARY

85% of students say they have been taught very little or practically nothing about entrepreneurship in school.
12% of entrepreneurs say fear is what kept them from making their first sale.

The Lemonade Stand Initiative is here to change these statistics.

PURPOSE
- To promote entrepreneurship in the Ashburn Community and beyond
- To inspire the Broad Run DECA chapter, school, and community to become entrepreneurs through lessons and hands-on exposure
- Show participants how they can "Ignite their Passion" through entrepreneurship
- To simplify entrepreneurship into a realistic career choice in a nostalgic way
- Support local entrepreneurs and causes

GOALS

TARGET MARKETS

TARGET MARKET IMPLEMENTATION

Elementary School Students:
- Presentations at local feeder elementary school during Lemonade Week
- Presentations at local after school program during Lemonade Week: Fitwize for Kids
- "Lemonade Day" Market Day

Middle School Students:
- Presentations at local feeder middle school during Lemonade Week
- "Celebrating the Best Recipes" Middle School Morning Announcement Debut
- Presentation to the Young Entrepreneurs Club at Farmwell Station

High School Students:
- "Homemade Lemonade" Prepare Global Entrepreneurship Week banners and display case to promote the week to Broad Run High School
- "Sharing the Recipe" Train DECA officers to thoroughly promote entrepreneurship
- Presentation to high school students to promote during Lemonade Week
- "Learning from Life's Lemons" Guest speaker, Ricky Jasper, founder of 4:13 Apparel
- Supporting the Stands Small Business Saturday Promotion

Women in Community Shelters:
- The When Life Hands You lemons Entrepreneurship Workshop

Ashburn Community:
- "Sharing the Stand" The Lemonade Stand Initiative BRHS DECA Social Media Takeover
- "Taking a Stand" Social Entrepreneurship Toys for Tots Drive

IMPACT AND EVALUATION

The Lemonade Stand Initiative was able to effectively promote entrepreneurship in the community through direct education and unique promotions. The initiative was also successful in achieving all L.E.M.O.N. Goals and teaching beneficiaries more about innovative and entrepreneurial skills.

SKILLS ACHIEVED
- Creativity and Innovation
- Leadership and Responsibility
- Productivity and Accountability
- Communication and Collaboration
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information and Media Literacy
- Social and Cross-cultural skills

PROMOTIONAL REACH:
4,543+ people
II. INTRODUCTION

A. Description of the Local DECA Chapter

Broad Run’s DECA Chapter was established in 1969, the same year the school opened in Ashburn, VA. Since its inaugural year, the chapter has seen constant growth and involvement, evident in the chapter’s various recognition at the state and national levels. Within the diversity of Broad Run DECA, members hold a common interest in marketing, business, and entrepreneurship. Furthermore, DECA ranks among the most popular and influential organizations at Broad Run, exemplified by its 298 dedicated members.

Broad Run’s DECA Chapter sustains a constant level of participation by holding monthly chapter meetings organized by DECA officers who aim to provide a productive and enjoyable environment for members. This year, Broad Run’s DECA officers have implemented a raffle system – where gift cards up to $300 in value can be won – as part of its monthly chapter meetings. Broad Run DECA believes in reminding its members of the difference they are making to their school, chapter, and community, and the raffle system serves as a form of appreciation and reward for their invaluable impact.

In addition to its focus on the chapter’s DECA members, Broad Run DECA also emphasizes the importance of giving back to the local community around Broad Run High School. Through various member-led events, Broad Run DECA has strived to achieve excellent community service, making Broad Run DECA and its impact recognizable throughout Loudoun County. Throughout the years, Broad Run’s chapter projects have made it a priority to be “socially responsible” through effective initiatives, connecting with one of entrepreneurship’s main principles. From hosting a blood drive in honor of a local childhood cancer patient, to donating all earned money from a student-run coffee shop for the cause of providing nationwide student resource officers, Broad Run DECA focuses on establishing a sense of community and familiarity that makes chapter members “ready” for the limitless opportunities they receive in the future.

In 2018, Broad Run DECA had one of its most successful competitive seasons yet, with 33 students representing Broad Run at the international level. In addition to Broad Run DECA’s 76 state competitors, 30 placed at the state level. The success transferred to the international level competition, with 6 of its 29 competitors placing as international finalists.

This year, Broad Run DECA’s theme is “Ignite Your Passion,” while the Virginia State Leadership Conference theme is “Make This Your Moment.” On the National DECA level, the theme is “Ready for It.” As part of our project, we have tried to embody these themes in several different ways in order to unite our chapter members and members of the community under our initiative. Broad Run DECA’s officer team decided upon “Ignite Your Passion” as a way to consistently remind chapter members that their involvement in DECA can allow them to pursue their passions with valuable career experiences and be incredibly successful in doing what they love.

B. Description of the School and Community

School

Broad Run High School, established in 1969 in a relatively rural area, has become one of the cornerstones in the evolution of Ashburn from a town filled with spacious farmland to a buzzing D.C. suburb. Broad Run is one of the fifteen public high schools in Loudoun County. Broad Run currently teaches 1,605 students, with a 13:1 student-teacher ratio. Recent renovation has allowed Broad Run to grow from a small farm school to a blossoming center for education.

Along with changes to the school, there have also been evident changes in Broad Run’s demographics. Broad Run’s students and families have become considerably affluent since it was first built, allowing for renovation and excellent new features at Broad Run. Broad Run is proud to be the home of the Spartans who bleed maroon and gold. The Spartans are amongst the highest academically ranked in the county, with Scholastic Aptitude Test (SAT) scores among the highest at the region and state levels. In Broad Run’s mission to prepare students for the future, our school has established a mission entitled Spartans CARE. This motto emphasizes cooperation, accountability, respect, and empathy. In addition, Broad Run strives to educate life-long learners and tomorrow’s citizens based on the following principles: Accept, Respect, Recognize, Strive, Demonstrate, and Adapt. Our efforts to promote entrepreneurship were highly praised by Broad Run staff and students as our project satisfied Broad Run’s goal of creating passionate and life-long learners. Through its various extracurricular activities and extensive student involvement, Broad Run creates a welcoming and invigorating environment for students, ultimately preparing them for their future career endeavors.
Moreover, the students at Broad Run are an example of the diversity and multitude of cultures in the Ashburn area, and their unique backgrounds add a valuable element to the learning environment at Broad Run.

**BREAKDOWN OF BROAD RUN HIGH SCHOOL DEMOGRAPHICS**

- **Asian**: 23%
- **White**: 48%
- **Black/African American**: 14%
- **Multiracial Hispanic**: 5%

Broad Run is just one of many schools within the outstanding Loudoun County Public School system, sharing a common vision with LCPS. LCPS’s mission is to Empower All Students to Make Meaningful Contributions to the World, through goals including:

- Develop knowledgeable critical thinkers, communicators, collaborators, creators, and contributors
- Cultivate a high-performing team of professionals focused on our mission and goals
- Deliver effective and efficient support for student success

Broad Run is a place full of organizations that work in harmony to help prepare students for the future, achieving the different goals LCPS has set for its schools.

**Community**

The city of Ashburn, VA is located at the heart of Loudoun County, the richest county in the United States according to Forbes. With Washington D.C. within 30 miles, Ashburn is part of the Washington metropolitan area and is home to many working residents who commute to D.C. daily. Ashburn, according to Money Magazine, is predicted to see a 15% job growth between the years of 2016 and 2021 due to high employment at “several science and tech-centric employers, including government contractor Telos, the George Washington University’s Science and Technology Campus, and the Howard Hughes Medical Institute’s Janelia Research Campus.”

Ashburn, a city with a population of over 50,000, is also a great area for families to raise their children, exemplified by its 93% high school graduation rate. Overall, Ashburn is an emerging city with ongoing construction of new centers of attraction, such as One Loudoun and the planning of the 500 million-dollar Microsoft “Smart City.” Ashburn constantly finds innovative ways to remain a modern city, keeping up with trends around the world. As a proven city with high employment, steady income, and a great public-school system, Ashburn is home to a strong economy with low crime and happy citizens.

III. MANAGEMENT OF ACTIVITIES TARGETED AT OUTSIDE AUDIENCE

A. **Purpose of the Activities**

Before we can describe our purpose, we find it important to first establish the inspiration for our project. When considering different ideas for the foundation of the theme, we set out to connect with our participants through the youth spirit of entrepreneurship. Through our personal experience, we have always aspired to reach the same optimistic view on the world that we had as kids; we believed that if we could relate with a child’s positive attitude and belief that any obstacle could be overcome, it would allow us to effectively empower our target market with the idea that pursuing the field of entrepreneurship is not as far-fetched or difficult as they first may have thought. Inspired by the entrepreneurial venture that comes with starting a lemonade stand, we developed our theme of The Lemonade Stand Initiative, along with our slogan “When Life Hands You Lemon, Start a Business.” Comparing lemonade stands and entrepreneurship allowed our participants to realize that entrepreneurship can be a realistic option in their lives.

Once we established the inspiration behind our project and selected a theme that we felt best embodied entrepreneurship, we began researching the field of entrepreneurship and its role in the modern world to better understand our purpose. According to Entrepreneur Handbook, entrepreneurship refers to the concept of developing and managing a business venture in order to gain profit by taking several risks in the corporate world. Entrepreneurship has become one of the fastest growing career opportunities, in large part due to its valuable job benefits like flexibility and ability to work in a field of special interest or personal passion.

However, we also realized that these “risks” in pursuing entrepreneurship were one of the major deterrents to potential entrepreneurs, leading to some categorizing the process of launching and managing a business venture as too difficult a task for a “typical” individual. Using this as a foundation for our purpose, we not only aimed to contribute to the growth of entrepreneurship,