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)
Learn and Earn Project

Rogers High School DECA
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I. EXECUTIVE SUMMARY

The hit reality show Survivor as well as the love for helping others were the two inspirations in Brandon Nelson creating the Live to Give competition in 2015. As the third annual competition rolled around, Brandon enlisted the assistance of the Rogers DECA chapter to help plan and run the event. The partnership of the Live to Give competition and Rogers DECA will be continued for years to come.

Over three days, twenty-one contestants competed in a wide variety of challenges based on Survivor that tested their physical, mental and emotional abilities. Each competitor had to raise a minimum of $500 for a charity of their choice prior to the competition. Half of the money the contestant raised was given directly to their charity of choice, and the remainder of the money was put into a “pool” that was then distributed based upon placement in the competition.

The Rogers DECA chapter assisted in marketing for the event, helping with any and all miscellaneous tasks, such as building the challenges and volunteering their time and energy during the three-day event itself.

ANALYSIS OF BUSINESS SITUATION

Both males and females, mainly within the age range of 18-35 were targeted. These individuals have residence in or around the Hanover, Rogers, and Elk River areas. The residence households fall within the middle-level income range. The main aspect of the targeted individuals that draws them to the Live to Give competition is their love for helping others and the show Survivor.

PLANNED ORGANIZATION

In order to run a successful competition, a strict timeline as well as designated tasks were set. The timeline was from September of 2017 to August of 2018. Within this time everything from getting competitors and sponsors to making the actual challenges took place. All tasks were designated to either Brandon Nelson, the Rogers Lions Club, Rogers DECA Leads, or Rogers DECA members.

PROJECTED BUDGET

When planning the Live to Give competition, a variety of essential purchases were made, totaling $9,240. The expenses came from challenge supplies, tiki torches, print media, food, production and t-shirts. The entirety of the expenses was paid for by generous sponsors around the Rogers and Hanover area who in turn received advertising at the competition itself via a poster that was viewable upon entrance of the competition grounds at Hanover Hilltop.
CHALLENGES
As with every project, challenges were faced but handled quite well by all involved. The challenges paved way for opportunity to make the next years even better than the ones before.

LEARNING OUTCOMES
Through the planning and execution of the Live to Give competition, a variety of skills were developed and enhanced in both Rogers DECA leads and members. The learning outcomes are endless, but four main ones have been identified that derived, mainly from the planning of the Live to Give competition. These four learning outcomes are outlined below.

- Effective Marketing Strategies
- Business Communications
- Delegating Tasks
- Accountability
EARNING OUTCOMES
All proceeds raised by contestans were donated to charity. One half of the proceeds each contestant raised was given to the charity of his or her choice, and the remaining amount was put in a pool to be given to each contestant depending upon where they finished in the standings of the twenty-one contestants. A total of $27,629 was raised and donated to a variety of charities, with $7,515 of the pool going to the Minnesota Breast Cancer Coalition, as that was the charity the winner, Brain Harapat, was playing for.

RECOMMENDATIONS FOR IMPROVING THE PROJECT
Since the Live to Give competition is an annual event, recommendations for improving the project are extremely essential. Currently, it is in preparation for the 2019 Live to Give competition, and these three recommendations have been put into a centralized focus to make this year the best yet,

PLANS TO IMPROVE LEARNING AND EARNING
The main way in which the Rogers DECA chapter can directly benefit within the learning aspects of the Live to Give competition is to simply,

Get more members from the Rogers DECA Chapter involved

In order to raise even more money for charity in these next years, increasing the minimum fundraising requirement would be of great benefit. Currently, all competitors have surpassed the $500 minimum, so raising it would be an easy way to improve the earning outcomes.