



DECA
CHAPTER
CAMPAIGN

GUIDEBOOK

CAMPAIGNS

deca.org/campaigns

CELEBRATE DECA MONTH IN
NOVEMBER

MEMBERSHIP

Guide your membership efforts by meeting these goals.

20

MORE STUDENTS
THAN LAST YEAR

20

ALUMNI

20

PROFESSIONALS

DEADLINE 12.3.19

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the categories (students, alumni or 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 **TWO ALLOCATIONS** to attend the **THRIVE ACADEMY** at ICDC!

GLOBAL ENTREPRENEURSHIP WEEK

Activities must occur during November 18-24, 2019. Submit DECA Idea Challenge entries at www.deca.org/challenges.

3

IDEA CHALLENGE
ENTRIES



3

SUCCESS STORIES OF
LOCAL 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

DEADLINE 12.3.19

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

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

ADVOCACY

Advocate during Career and Technical Education Month in February.

3

SCHOOL
OUTREACH ACTIVITIES



3

PUBLIC POLICY
MAKERS OUTREACH



3

COMMUNITY
OUTREACH ACTIVITIES

DEADLINE 3.1.20

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.

DECA CAMPAIGN OVERVIEW

MEMBERSHIP CAMPAIGN

Just like in business, continued growth is one of the keys to success. DECA's membership campaign is designed to help your chapter grow by making the DECA experience available to more student members, keeping alumni involved and engaging professional members such as administrators, teachers, parents and business partners. Recognition for the Membership Campaign will be determined based on your membership submitted in the online membership system. The due date for submission is December 3, 2019.

GLOBAL ENTREPRENEURSHIP WEEK CAMPAIGN

Celebrate Global Entrepreneurship Week, November 18-24, 2019, by completing this campaign. During the week of November 18-24, submit three DECA Idea Challenge entries and conduct three school or community outreach activities. Then by December 3, simply submit your information along with three local entrepreneur success stories.

PROMOTIONAL CAMPAIGN

This campaign provides chapter members an opportunity to share with their school and community what DECA is all about and how their chapter is making a positive impact on its members and community. Conduct three school outreach activities, three community outreach activities and share three alumni success stories to complete this campaign. Be sure to submit your information online by December 3, 2019.

COMMUNITY SERVICE CAMPAIGN

DECA members are always finding unique ways to serve their community. Get recognized for your efforts through this campaign. It's easy. Simply document one or more community service activities, be sure to have at least 75% of your members involved, and create at least one form of publicity or promotion. Finally, be sure to submit your information online by December 3, 2019.

ADVOCACY CAMPAIGN

This campaign takes place in February 2020, during Career and Technical Education Month. Completing three school outreach activities, three public policymaker outreach activities and three community outreach activities will get your chapter recognized for this campaign. Your community will definitely know you are advocates of DECA and Career and Technical Education! Submit your campaign by March 1, 2020.

REQUIREMENTS

Guide your membership efforts by meeting these goals.

20

MORE STUDENTS
THAN LAST YEAR

20

ALUMNI

20

PROFESSIONALS

CLASSROOM CONNECTION

- Explain the role of promotion as a marketing function
- Describe word-of-mouth channels used to communicate with targeted audiences
- Discuss motivational theories that impact decision making
- Utilize project management skills to start, run and end projects
- Demonstrate 21st Century Skills such as creativity, critical thinking, communication and collaboration

IDEAS

- Use DECA Goals to set a membership goal and strategy as a chapter during the summer/beginning of the school year.
- Reach out to recently graduated seniors and ask them to join as alumni members.
- Create a “membership package,” including a t-shirt, pin, certificate, etc., for professional members as an incentive to join. These members could be potential sponsors for your conferences later in the year.
- Start an alumni group on Facebook for your chapter.
- Have a contest to see which class can recruit the most alumni, business partners and parents to your chapter.
- Expand your focus. Students in marketing, business, hospitality, finance, management, entrepreneurship and personal finance courses can get a lot out of DECA.
- Create a bulletin board to post in your high school to promote DECA. Display pictures, trophies, posters, and upcoming conference locations.
- Leverage DECA’s competitive events designed for 9th and 10th graders to bring enthusiasm to underclassmen.
- Ask alumni members to come to speak to students.
- Become a marketer. Study your demographics, identify students that would be a good fit for your chapter. Send them “DECA Grams” or personalized invitations to join this “elite” program.

ACTION PLAN

20 MORE STUDENTS (THAN LAST YEAR)

Last Year's Student Membership: _____ + 20 = _____

Recruitment Strategy _____

20 ALUMNI MEMBERS

Recruitment Strategy _____

20 PROFESSIONAL MEMBERS

Recruitment Strategy _____

PROJECT MANAGER



ACHIEVEMENT LEVEL VS. THRIVE LEVEL

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 two allocations to attend the THRIVE Academy at ICDC.

DEADLINE 12.3.19

QUESTIONS?

✉ rebecca@deca.org

REQUIREMENTS

Activities must occur during November 18-24, 2019. Submit DECA Idea Challenge entries at www.deca.org/ideachallenge.



CLASSROOM CONNECTION

- Understand the concepts, processes and skills associated with identifying new ideas
- Identify the impact of small business/entrepreneurship
- Explain career opportunities in entrepreneurship
- Conduct public-relations activities
- Utilize project management skills to start, run and end projects
- Demonstrate 21st Century Skills such as creativity, critical thinking, communication and collaboration

IDEAS

- Highlight DECA members that own their own business.
- Participate in the DECA Idea Challenge.
- Work with elementary and middle schools to engage them in the DECA Idea Challenge.
- Research colleges and universities that have entrepreneurship degree programs.
- Host an “apprentice” type event at your school.
- Host a lemonade stand competition where students from across the school participate.
- Read facts about entrepreneurship every day on the announcements.
- Tweet a fact about a famous entrepreneur each day of Global Entrepreneurship Week.
- Create an entrepreneurship scavenger hunt.
- Do a “March Madness” competition where students vote on their favorite entrepreneurs based on different categories like creativity, innovation, and social media presence.
- Put the Global Entrepreneurship Week logo with DECA diamonds on member’s lockers.



IDEA CHALLENGE

Visit deca.org/ideachallenge for information on the Idea Challenge and a toolkit.

SAMPLE QUESTIONNAIRE FOR LOCAL ENTREPRENEURS:

1. What made you want to start your own business?
2. What impact do you feel like you have made on the community?
3. What do you think is the greatest obstacle to overcome when being an entrepreneur?
4. Why should DECA students consider entrepreneurship as a career option?
5. How did your experience in DECA contribute to your success?

ACTION PLAN

PROJECT MANAGER

3 IDEA CHALLENGE ENTRIES

Entry 1: _____
Entry 2: _____
Entry 3: _____

3 SUCCESS STORIES OF LOCAL ENTREPRENEURS

Entrepreneur 1: _____
Business/Idea: _____

Entrepreneur 2: _____
Business/Idea: _____

Entrepreneur 3: _____
Business/Idea: _____

3 SCHOOL/COMMUNITY OUTREACH ACTIVITIES

Activity 1: _____
Message: _____
Target Audience: _____

Activity 2: _____
Message: _____
Target Audience: _____

Activity 3: _____
Message: _____
Target Audience: _____

Activities must occur during November 18-24, 2019. Submit DECA Idea Challenge entries at www.deca.org/ideachallenge

DEADLINE
12.3.19

QUESTIONS?
✉ rebecca@deca.org

COMPLETED YOUR CAMPAIGN?

Congrats! Pick between promotional or community service to earn THRIVE status!



REQUIREMENTS

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

CLASSROOM CONNECTION

- Coordinate activities in the promotional mix
- Discuss considerations in using mobile technology for promotional activities
- Implement strategies to grow social-media following
- Implement digital marketing campaign
- Utilize project management skills to start, run and end projects
- Demonstrate 21st Century Skills such as creativity, critical thinking, communication and collaboration

IDEAS

- Partner with a school or community event using DECA members as volunteers.
- Set up a booth at a school club fair.
- Run a contest through your chapter's social media.
- Have an alumni member speak to classes with potential DECA members.
- Ask a business partner to give an industry expert presentation as a guest speaker.
- Provide recognition for business partnership participation.
- Work with local media to place a public service announcement on the air or in the newspaper.
- Request a proclamation signing from the mayor.
- Make a visit with your chapter officers to your local National Advisory Board partners and share information about DECA.
- Connect with your local chamber of commerce or similar organization.

CHAPTER SPOTLIGHT

NITRO HIGH SCHOOL, WEST VIRGINIA

“HALL OF ACHIEVEMENT BANQUET”

Nitro DECA was invited to attend the community's first-ever Hall of Achievement Banquet, where they inducted four former successful Nitro High School graduates into the Hall of Achievement. Two advisors and 15 students assisted at the event, and several students were servers for the banquet and others wore their DECA blazers or pins and sat with the community members who attended the banquet. At the banquet, the chapter got the chance to speak with community leaders. The banquet will now be held each year.

ACTION PLAN

PROJECT MANAGER

3 SCHOOL OUTREACH ACTIVITIES

Activity 1: _____

Promotion Type: _____

Activity 2: _____

Promotion Type: _____

Activity 3: _____

Promotion Type: _____

3 ALUMNI SUCCESS STORIES

Alumnus 1: _____

Alumnus 2: _____

Alumnus 3: _____

3 COMMUNITY OUTREACH ACTIVITIES

Activity 1: _____

Promotion Type: _____

Activity 2: _____

Promotion Type: _____

Activity 3: _____

Promotion Type: _____

CHAPTER FEEDBACK

“Being a part of this campaign allowed our chapter to be recognized at the international level. While working on this project I learned valuable information about not only our DECA chapter but with DECA overall. This was a great way to promote DECA within our school and community.”

JOSIE BOWMAN
Saint Mary Memorial High School

DEADLINE
12.3.19

QUESTIONS?
✉ rebecca@deca.org

COMPLETED YOUR CAMPAIGN?

Congrats! Pick between global entrepreneurship week or community service to earn THRIVE status!



REQUIREMENTS

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

CLASSROOM CONNECTION

- Participate in community outreach activities
- Conduct of public-relations activities
- Utilize project management skills to start, run and end projects
- Demonstrate 21st Century Skills such as creativity, critical thinking, communication and collaboration

IDEAS

- Hosting a blood drive.
- Helping at a food bank or homeless shelter.
- Partnering with a local charity for a community event.
- Organizing a run/walk that will benefit a cause.
- Putting together thanksgiving baskets for families in need.
- Collecting gently used coats to donate to an organization for underprivileged families.
- Working with the counselors at your school to organize a school supply drive.
- Sponsoring an "Adopt a Mile" event where volunteers pick a section of a pathway or road and pick up trash.
- Conduct an MDA Miracle Minute by designating one minute during a school day dedicated to raising as many funds as possible for the Muscular Dystrophy Association.

LEAD4CHANGE
STUDENT LEADERSHIP PROGRAM

READY FOR MORE?

Register your class for Lead4Change, a free online resource center that offers two different lesson course plans, leadership tips and more (free to DECA members) as well as another place to submit your project for recognition. Check it out at lead4change.com.



WORK WITH OUR PARTNER MDA:

The Muscular Dystrophy Association is the world's leading nonprofit health agency dedicated to saving and improving the lives of people with muscle disease, including muscular dystrophy, amyotrophic lateral sclerosis (ALS) and other neuromuscular diseases.

ACTION PLAN

1+ COMMUNITY SERVICE ACTIVITY

Project: _____

Cause: _____

Rationale: _____

Community Connection: _____

75% MEMBER PARTICIPATION

Strategy: _____

1 FORM OF PUBLICITY/PROMOTION

Target Audience: _____

Message: _____

Type of Publicity/Promotion _____

PROJECT MANAGER

CHAPTER SPOTLIGHT

THE "THANK YOU" CAMPAIGN

Seneca High School (for the first time this year) participated in the Thank You Project to write letters to first responders in the area. During the week of November 14-28, Seneca DECA required all members to come to the business classrooms and write personalized thank you letters for all police, EMT, and hospital workers. The chapter worked together to write the thank you cards, and on the weekend the members went to the local firehouses and municipal buildings to drop off letters to the workers.

GRACE MCCLOSKEY
Seneca High School

DEADLINE
12.3.19

QUESTIONS?
✉ rebecca@deca.org

COMPLETED YOUR CAMPAIGN?

Congrats! Pick between promotional or global entrepreneurship week to earn THRIVE status!



REQUIREMENTS:

Advocate during Career and Technical Education Month in February.

3

SCHOOL
OUTREACH ACTIVITIES



3

PUBLIC POLICY
MAKERS OUTREACH



3

COMMUNITY
OUTREACH ACTIVITIES

CLASSROOM CONNECTION

- Write informational messages and business letters
- Adapt written correspondence to targeted audiences
- Conduct public-relations activities
- Utilize project management skills to start, run and end projects
- Demonstrate 21st Century Skills such as creativity, critical thinking, communication and collaboration

IDEAS

- Partner with other CTSOs to host a luncheon for the community
- Write to your local legislators about the importance of DECA and CTE
- Visit your local school board to give out information about DECA
- Have your officer team visit classrooms around the school to talk about DECA
- Promote DECA to middle school students by conducting a business, marketing, financial literacy or entrepreneurship activity
- Tweet a benefit of Career and Technical Education each day of CTE Month
- Connect with your elected official on DECA's Congressional Advisory Board
- Deliver a presentation on the impact of DECA to local civic groups
- Make a promotional toolkit that highlights the impacts of DECA and share it with public policy makers
- Play the DECA PSA over the school's television circuit or post it on your school's social media



NEED MORE RESOURCES?

Visit www.ctsos.org for more resources to help in your advocacy and outreach activities.

CHAPTER SPOTLIGHT

PORTLAND HIGH SCHOOL, TENNESSEE

Portland High School DECA held a school-wide CTSO shirt day on February 15 as a school outreach activity. All CTSOs were encouraged to wear their CTSO t-shirt as a way to promote CTE in the school. CTSO shirt day was a success because it allowed the many students at Portland High School who are members of CTSOs to promote their organization, and for non-CTSO members to see how many students in Portland High School are involved in CTE. DECA members were a large portion of the students who wore their organization's shirt to school that day.

ACTION PLAN

PROJECT MANAGER

3 SCHOOL OUTREACH ACTIVITIES

Activity 1: _____

Message: _____

Target Audience: _____

Activity 2: _____

Message: _____

Target Audience: _____

Activity 3: _____

Message: _____

Target Audience: _____

3 PUBLIC POLICY MAKER OUTREACH ACTIVITIES

Activity 1: _____

Message: _____

Target Audience: _____

Activity 2: _____

Message: _____

Target Audience: _____

Activity 3: _____

Message: _____

Target Audience: _____

3 COMMUNITY OUTREACH ACTIVITIES

Activity 1: _____

Message: _____

Target Audience: _____

Activity 2: _____

Message: _____

Target Audience: _____

Activity 3: _____

Message: _____

Target Audience: _____

FAQs

What are “Public Policy Makers?”

These are people that have influence on the law in the form of ideas, plans and legislation. Examples include a school board, state representatives, or board of directors

When do the activities have to be completed? Your chapter must complete all the required activities in the month of February, because this is CTE Month!

DEADLINE 3.1.20

QUESTIONS?

✉ rebecca@deca.org

