



**CHAPTER**  
**CAMPAIGN**  
GUIDEBOOK

# CHAPTER 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 12.1.20

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 16-22, 2020. Submit Innovation Challenge entries at [www.deca.org/challenges](http://www.deca.org/challenges).

**3**

INNOVATION  
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

## 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

## DEADLINE 12.1.20

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!

## ADVOCACY

Advocate during Career and Technical Education Month in February.

**3**

SCHOOL  
OUTREACH ACTIVITIES



**3**

PUBLIC POLICY  
MAKERS OUTREACH



**3**

COMMUNITY  
OUTREACH ACTIVITIES

## DEADLINE 3.1.21

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 1, 2020.

## **GLOBAL ENTREPRENEURSHIP WEEK CAMPAIGN**

Celebrate Global Entrepreneurship Week, November 16-22, 2020, by completing this campaign. During the week of November 16-22, submit three Intuit Innovation Challenge entries and conduct three school or community outreach activities. Then by December 1, 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 1, 2020.

## **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 1, 2020.

## **ADVOCACY CAMPAIGN**

This campaign takes place in February 2021, 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, 2021.

## 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 21<sup>st</sup> 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 digital marketing campaign to promote DECA membership to prospective student members, alumni and professionals. Include a variety of photos, testimonials and reasons to join.
- Leverage DECA’s competitive events designed for 9th and 10th graders to bring enthusiasm to underclassmen.
- Ask alumni members to speak to students either in person or virtually.
- 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.



## DIGITAL PROMOTION TOOLKIT

Access a variety of videos, social media posts and graphics and templates to help promote your DECA chapter.

[www.deca.org/recruit](http://www.deca.org/recruit)

## ACTION PLAN

PROJECT MANAGER

### 20 MORE STUDENTS (THAN LAST YEAR)

Last Year's Student Membership: \_\_\_\_\_ + 20 = \_\_\_\_\_

Recruitment Strategy \_\_\_\_\_

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### 20 ALUMNI MEMBERS

Recruitment Strategy \_\_\_\_\_

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### 20 PROFESSIONAL MEMBERS

Recruitment Strategy \_\_\_\_\_

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#### 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 12.1.20

#### QUESTIONS?

✉ rebecca@deca.org

## REQUIREMENTS

Activities must occur during November 16-22, 2020. Submit DECA Idea Challenge entries at [www.deca.org/ideachallenge](http://www.deca.org/ideachallenge).



INNOVATION  
CHALLENGE ENTRIES



SUCCESS STORIES OF  
LOCAL ENTREPRENEURS



SCHOOL/COMMUNITY  
OUTREACH ACTIVITIES

## 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 Intuit Innovation Challenge.
- Work with elementary and middle schools to engage them in the Intuit Innovation Challenge.
- Research colleges and universities that have entrepreneurship degree programs.
- Host an “apprentice” type event virtually or at your school.
- Host a virtual business or concept pitch competition.
- Read facts about entrepreneurship every day on the announcements or have them posted on your school website or digital announcements.
- Tweet a fact about a famous entrepreneur each day of Global Entrepreneurship Week.
- Create an entrepreneurship scavenger hunt - this can be virtual too!
- Do a “March Madness” competition where students vote on their favorite entrepreneurs based on different categories like creativity, innovation, and social media presence.
- Interview local entrepreneurs via Zoom and post the recordings to your chapter’s social media page.

**intuit**  
Education

### INNOVATION CHALLENGE

Visit [deca.org/challenges](http://deca.org/challenges) for information on the Innovation Challenge.

## 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 INTUIT INNOVATION 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 16-22, 2020. Submit Intuit Innovation Challenge entries at [www.deca.org/challenges](http://www.deca.org/challenges)

**DEADLINE**  
**12.1.20**

**QUESTIONS?**  
✉ [rebecca@deca.org](mailto: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 21<sup>st</sup> Century Skills such as creativity, critical thinking, communication and collaboration

## IDEAS

- Partner with a school or community event using DECA members as volunteers. If your school is virtual, try organizing virtual community service events or fundraisers.
- Set up a booth at a school club fair or reach out to new teachers and students to let them know all about DECA and your chapter's goals.
- 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.
- Connect 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.



### DIGITAL PROMOTION TOOLKIT

Access a variety of videos, social media posts and graphics and templates to help promote your DECA chapter.

[www.deca.org/recruit](http://www.deca.org/recruit)

## CHAPTER SPOTLIGHT

ROGERS HIGH SCHOOL, ARKANSAS

### “DECA ON THE RADIO”

Our DECA officers wanted to reach out into the community in spreading DECA news so we decided to go to the local radio station and ask if we could be interviewed to talk about DECA and highlight some of our activities and projects this year. When the interview was aired, several people in the community said they heard our DECA interviews. Afterwards, the radio station owner said he wanted to sponsor our DECA auction live on the radio.



## 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**  
**12.1.20**

**QUESTIONS?**

✉ [rebecca@deca.org](mailto: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 21<sup>st</sup> Century Skills such as creativity, critical thinking, communication and collaboration

## IDEAS

- Volunteer to help with social media for a local charity or organization.
- Helping at a food bank or homeless shelter.
- Partnering with a local charity for a community event.
- Organize an online fundraiser that benefits a local organization —this could even be a virtual fundraiser!
- Putting together thanksgiving baskets for families in need.
- Write letters to local hospitals, veterans or seniors.
- Working with the counselors at your school to organize a school supply drive.
- Virtually tutor younger students or become a virtual storytime reader.
- 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.org](http://lead4change.org).



## 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 PRHS DECA Chapter hosted a bus driver appreciation card writing event at the October chapter meeting. Members wrote notes to bus drivers at the meeting and throughout the week. Notes were delivered to bus drivers at the school bus driver appreciation breakfast at the end of the month.

Peachtree Ridge High School,  
Georgia

## DEADLINE 12.1.20

### 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 or host a virtual meeting to give out information about DECA.
- Have your officer team visit classrooms (in person or virtually) 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 or write about 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](http://www.ctsos.org) for more resources to help in your advocacy and outreach activities.

## CHAPTER SPOTLIGHT

BARRY GOLDWATER HIGH SCHOOL, ARIZONA

We put together a Kahoot game to play at our general meeting during Global Entrepreneurship Week. The Kahoot highlights well known entrepreneurs and gave the members an opportunity to learn something new about them. It was up to members to search online to find the answers. Basically, it was an entrepreneur scavenger hunt in a Kahoot!

# 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

#### Who 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 3.1.21

### QUESTIONS?

✉ rebecca@deca.org

