

## MEMBERSHIP

Guide your membership efforts by meeting these goals.

**20**

MORE STUDENTS  
THAN LAST YEAR

**20**

ALUMNI

**20**

PROFESSIONALS

## DEADLINE 12.1.21

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 **THREE ALLOCATIONS** to attend the **THRIVE ACADEMY** at ICDC!

## 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 12.1.21

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

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Ethical Leadership Campaign) and receive a pennant, plaque, flag and **THREE ALLOCATIONS** to attend the **THRIVE ACADEMY** at ICDC!

## ETHICAL LEADERSHIP

Conduct these activities from the beginning of your school year through DECA Month.

**3**

ETHICAL LEADERSHIP  
CHALLENGE ENTRIES



**3**

SCHOOL OUTREACH  
ACTIVITIES



**3**

COMMUNITY OUTREACH  
ACTIVITIES

## ADVOCACY

Advocate during Career and Technical Education Month in February.

**3**

SCHOOL  
OUTREACH ACTIVITIES



**3**

PUBLIC POLICY  
MAKERS OUTREACH



**3**

COMMUNITY  
OUTREACH ACTIVITIES

## DEADLINE 3.1.22

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.