



**CHAPTER
CAMPAIGN**
GUIDEBOOK

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

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!

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

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.

DECA CAMPAIGNS 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, 2021.

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, 2021.

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, 2021.

ETHICAL LEADERSHIP CAMPAIGN

Educate your local school and community about the importance of ethics. To earn recognition, submit three Ethical Leadership Challenge entries, conduct three school outreach activities and three community outreach activities. Be sure to submit your information online by December 1, 2021.

ADVOCACY CAMPAIGN

This campaign takes place in February 2022, 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, 2022.

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 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

ACTION PLAN

PROJECT MANAGER

20 MORE STUDENTS (THAN LAST YEAR)

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

Recruitment Strategy _____

20 ALUMNI MEMBERS

Recruitment Strategy _____

20 PROFESSIONAL MEMBERS

Recruitment Strategy _____



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 three allocations to attend the THRIVE Academy at ICDC.

DEADLINE 12.1.21

QUESTIONS?

✉ christopher@deca.org

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. 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

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: _____

DEADLINE
12.1.21

QUESTIONS?
✉ christopher@deca.org

COMPLETED YOUR CAMPAIGN?

Congrats! Pick between the community service or ethical leadership campaigns 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

- 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.



MAKE A MUSCLE WITH MDA

The Muscular Dystrophy Association is the world's leading nonprofit health agency dedicated to saving and improving the lives of people living with muscular dystrophy, ALS and related neuromuscular diseases. Learn more at mda.org.



MAKE AN IMPACT WITH NPCF

The National Pediatric Cancer Foundation is dedicated to funding research to eliminate childhood cancer. Our focus is to find less toxic, more effective treatments through a unique collaborative research initiative called the Sunshine Project. Learn more at nationalpcf.org/deca.

ACTION PLAN

PROJECT MANAGER

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 _____

DEADLINE
12.1.21

QUESTIONS?
✉ christopher@deca.org

COMPLETED YOUR CAMPAIGN?

Congrats! Pick between the promotional or ethical leadership campaigns to earn THRIVE status!



REQUIREMENTS

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

CLASSROOM CONNECTION

- Describe the nature of ethics
- Explain the nature of business ethics
- Explain reasons for ethical dilemmas
- Recognize and respond to ethical dilemmas
- Demonstrate honesty and integrity
- Demonstrate responsible behavior

IDEAS

- Share the Daniels Fund Core Values (www.danielsfund.org/about-daniels-fund/core-values) and Philosophies (www.danielsfund.org/billdaniels/philosophy) on your DECA chapter's social media.
- Read one of the ethical principles and its meaning each day for a week, or at the beginning of each week for a month
- Post the ethical principles and their meanings on your school's website or digital announcements.
- Partner with a community organization to provide them ethical principles content to post on their social media.
- Host a panel discussion with community leaders on the importance of ethics in leadership.
- Visit a middle school classroom to facilitate an activity based on ethical decision making.
- Interview local business professionals about what ethics means to them and then post their findings in your school or on your chapter's social media.
- Host an interactive ethics quiz (like Kahoot) with your DECA chapter.
- Invite DECA alumni members to speak about what ethics means to them to current DECA members.
- Host a roundtable event that groups eight to nine students with a business professional and provide an ethics case study for a small group discussion.
- As a DECA chapter, create a digital media campaign on what ethical values are most important to the chapter and share those with local businesses.
- Highlight ethical decision making of local businesses and organizations.

ACTION PLAN

PROJECT MANAGER

3 ETHICAL LEADERSHIP CHALLENGE ENTRIES

Entry 1: _____

Entry 2: _____

Entry 3: _____

3 SCHOOL OUTREACH ACTIVITIES

Activity 1: _____

Promotion Type: _____

Activity 2: _____

Promotion Type: _____

Activity 3: _____

Promotion Type: _____

3 COMMUNITY OUTREACH ACTIVITIES

Activity 1: _____

Promotion Type: _____

Activity 2: _____

Promotion Type: _____

Activity 3: _____

Promotion Type: _____

DEADLINE
12.1.21

QUESTIONS?
✉ christopher@deca.org

COMPLETED YOUR CAMPAIGN?

Congrats! Pick between the promotional or community service campaigns 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 for more resources to help in your advocacy and outreach activities.

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 3.1.22

QUESTIONS?

✉ christopher@deca.org

