



CHALLENGES 2021-2022

CHALLENGE	SPONSOR	OVERVIEW	START	END	MEMBERS	ELEMENTS	RECOGNITION + AWARDS
Digital Presentation Skills Challenge	Knowledge Matters	Demonstrate your digital presentation skills utilizing a Virtual Business simulation in a one- to two-minute digital presentation. The top finalists will deliver a live, digital presentation.	January 3	February 11	Individual	<ul style="list-style-type: none"> • 1 to 2 Minute Presentation 	<ul style="list-style-type: none"> • ICDC on-stage recognition for the top three individuals • Win up to \$2,500 in cash prizes.
Diversity, Equity + Inclusion Challenge	MDA	Create a focused Diversity, Equity & Inclusion (DE&I) strategy, as well as a marketing and communications plan, that the Muscular Dystrophy Association can use to promote DE&I to the high school and college-age demographic.	November 1	February 7	1-4 Members	<ul style="list-style-type: none"> • 4 Minute Video • Strategy, Marketing and Communication Plans and Activation 	<ul style="list-style-type: none"> • ICDC on-stage recognition for the top three teams
Entrepreneur of Tomorrow Challenge	FIDM	Demonstrate your entrepreneurial spirit by proposing a new product idea. Pitch your new clothing, beauty, home, health, food or entertainment concept in a video presentation that describes your target market, product offering and benefits, market potential and marketing and distribution strategy.	September 1	February 7	1-3 Members	<ul style="list-style-type: none"> • 4 Minute Video 	<ul style="list-style-type: none"> • ICDC on-stage recognition for the top three teams • ICDC travel stipend for the top three teams
Ethical Leadership Challenge	MBA Research & Curriculum Center DANIELS FUND ETHICS INITIATIVE High School Program	Develop a 60-second (or less) public service announcement (PSA) video describing the nature of ethics. The PSA should be designed to educate your local community and those afar through social media about the importance of ethics.	November 1	December 1 <small>Social media voting from December 1-15</small>	1-4 Members	<ul style="list-style-type: none"> • 1 Minute Video • Social Media Campaign 	<ul style="list-style-type: none"> • ICDC on-stage recognition for the top three teams • Up to \$2,500 in cash prizes
Lead4Change Challenge	LEAD4CHANGE (LEADER EDUCATION PROGRAM)	Demonstrate your leadership skills by being involved with your community and submitting a community service project once you finish the six-lesson or 12-lesson track that aligns with 21 st Century Skills. Work in teams and do a project as you go through the lessons.	September 1	February 11	3+ Members	<ul style="list-style-type: none"> • 6 or 12 Week Lesson Plans • Community Service Project 	<ul style="list-style-type: none"> • ICDC on-stage recognition for the top three teams • Win up to \$10,000 for your school or charity
Social Impact Leader of Tomorrow Challenge	NATIONAL PEDIATRIC CANCER FOUNDATION	Demonstrate your creativity by producing the next big cause marketing idea for the National Pediatric Cancer Foundation. DECA chapters can participate by developing a creative and unique fundraising campaign with NPCF branding.	September 1	February 7	1-4 Members	<ul style="list-style-type: none"> • 4 Minute Video • Fundraising Campaign • Social Media Campaign 	<ul style="list-style-type: none"> • ICDC on-stage recognition for the top three teams • ICDC travel stipend for the top three teams • Prizes for teams who meet the fundraising minimum
Social Innovation Challenge	intuit	Intuit and DECA are proud to team up and share an exciting opportunity to compete with other high school groups to make entrepreneurship and business ownership accessible for all.	November 15 <small>Teams must register by November 8</small>	January 14	1-8 Members	<ul style="list-style-type: none"> • Video 	<ul style="list-style-type: none"> • ICDC on-stage recognition for the top three teams • Digital badge, individual educational grants and funding • Mentorship opportunity
Social Media Marketing Challenge	STUKENT	The challenge is your chance to compete using the social media marketing simulation, Mimic Social. You will be tasked with managing a fictitious company's \$5,000 weekly social media ad budget. You will schedule and promote content to post on each platform, target specific audiences, and analyze your success through multiple rounds of the simulation.	February 1	March 1	Individual	<ul style="list-style-type: none"> • Virtual Simulation 	<ul style="list-style-type: none"> • ICDC on-stage recognition for the top three individuals • Win up to \$1,500 in cash prizes