



Visit [www.deca.org/challenges](http://www.deca.org/challenges) to learn more.  
Please consult each challenge's guidelines for specific information.

DECA's Challenges provide members opportunities to demonstrate the knowledge and skills learned in the classroom through innovative challenges in partnership with several corporate partners. Each challenge has a unique focus and a specific set of required tasks and timelines. The top performers will receive recognition on-stage at the DECA International Career Development Conference (ICDC) with approval from the chartered association advisor.

CHALLENGE	SPONSOR	OVERVIEW	START	END	MEMBERS	ELEMENTS
<b>Digital Presentation Skills Challenge</b>		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	January 31	Individual	<ul style="list-style-type: none"> <li>• 1 to 2-Minute Presentation</li> </ul>
<b>Disability as Diversity Challenge</b>		Create a focused Disability as Diversity presentation that highlights the obstacles and experience of navigating an educational environment with differing abilities. Learn first-hand about the barriers encountered by a student with a disability and determine how you can advocate for needed change.	October	February 17	1-4 Members	<ul style="list-style-type: none"> <li>• 4-Minute Video</li> </ul>
<b>Entrepreneur of Tomorrow Challenge</b>		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.	August	February 6	1-3 Members	<ul style="list-style-type: none"> <li>• 4-Minute Video</li> </ul>
<b>Ethical Leadership Challenge</b>		Develop a 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	November 22	1-4 Members	<ul style="list-style-type: none"> <li>• 1-Minute Video</li> <li>• Social Media Campaign</li> </ul>
<b>Lead4Change Challenge</b>		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 <sup>st</sup> Century Skills. Work in teams and do a project as you go through the lessons.	September 1	February 10	3+ Members	<ul style="list-style-type: none"> <li>• 6 or 12 Week Lesson Plans</li> <li>• Community Service Project</li> </ul>
<b>Social Impact Leader of Tomorrow Challenge</b>		Demonstrate your creativity by producing the next big cause marketing idea for the National Pediatric Cancer Foundation. DECA chapters can participate by developing and executing a unique fundraising campaign with a social media component and video.	September 1	February 7	1-4 Members	<ul style="list-style-type: none"> <li>• 4-Minute Video</li> <li>• Fundraising Campaign</li> <li>• Social Media Campaign</li> </ul>
<b>Social Innovation Challenge</b>		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.	October 3	November 15	1-8 Members	<ul style="list-style-type: none"> <li>• Video</li> </ul>
<b>Social Media Marketing Challenge</b>		Compete using the social media marketing simulation, Mimic Social. You will be tasked with managing a fictitious company's 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"> <li>• Virtual Simulation</li> </ul>