



COOL IDEAS

There are so many cool ideas that DECA chapters implement across the globe. Smart DECA advisors quickly learn to get the most value out of one activity. Rather than simply looking at an event as a fundraiser, for example, consider how it can also reinforce learning concepts, build membership or raise visibility for your chapter. If you are looking for new ideas, consider the following activities, all which are great for DECA's chapter campaigns. Be sure to also look at the DECA Direct magazine and DECA Direct Online for additional best practices.

MEMBERSHIP

Membership growth is the key to expanding DECA's impact on your students and local community. By recruiting student, alumni and professional members, you create a professional learning environment that enhances curriculum and better prepares your members for college and careers.

BE ACTIVE EARLY

Participate in events—such as conferences, social activities, etc.—early so that members have a good experience and share it through word-of-mouth with potential members.

BUSINESS PARTNERSHIP PROGRAM

Develop a partner sponsorship package to help build your professional level membership and further develop relationships with advisory board and other partners. Offer your business partners professional-level DECA

membership, a position on your chapter's advisory board or free advertising in your school-based enterprise and on chapter t-shirts. Invite them to serve as mentors or speakers in class.

DECA GRAMS

Send "DECA Grams" or personal invitations to join your program to all potential members. Invite them to a chapter meeting to meet current members.

EXPAND YOUR FOCUS

Consider inviting students enrolled in marketing, business, hospitality, finance, management and entrepreneurship courses to be a part of your chapter. They can get a lot out of DECA, too!

MIDDLE SCHOOL WORKSHOP

In the spring, have chapter members conduct an entrepreneurship workshop for eighth graders, your future members.

RECRUITMENT CONTEST

Have a contest to see which class can recruit the most alumni, business partners and parents to join your DECA chapter.

RETWEET/SHARE CHALLENGE

Create a hashtag for your chapter to use during recruitment, stick to it and use it frequently. Then, having a retweet or share challenge with a specific DECA photo and hashtag. It can be a great way to reach a very large portion of your school.

SUCCESSFUL ALUMNI

Ask alumni to visit with potential students and share their DECA experience and how it has positively impacted their college and career successes. Ask them to consider joining your chapter as alumni members to provide additional support.

SUCCESSFUL SENIORS

Have your successful seniors talk to freshmen, sophomore and junior classes about why they enjoy your program, the benefits of participating in DECA, the thrill of competition, etc.

PARENT INFORMATIONAL NIGHT

Invite parents to an informational session to learn more about DECA and what your chapter has to offer its members. The focus is on helping parents new to DECA understand the level of involvement offered to each member. Parents of current members speak about their experience and what it's like to be involved as a parent. Parents are offered the opportunity to join the chapter and serve as chaperones or judges at conferences.

WHAT IS DECA VIDEO

Create a promotional video with members answering the question, What is DECA? The video can focus on competition, teamwork, DECA success, community service and leadership. Air the video during DECA Month to help recruit new members, as well as to encourage future members to sign up for a DECA-related course for next year.

PROMOTE

Share your DECA chapter's success story with others. Through DECA, you are creating an environment that supports learning by allowing members to put their knowledge into action through projects and activities. DECA is helping your members connect to businesses and industry leaders who bring meaningful, relevant learning to the classroom. DECA also provides your members opportunity to develop that spark of competition that will drive them to excel and improve their performance. Utilize a variety of promotional activities to showcase your chapter's success, create a brand for your chapter, and develop an awareness and support of your program within your local and extended community.

ADVISORY COMMITTEE

Create an advisory committee of local business leaders and invite them to participate in chapter meetings as industry insiders for a guest speaker or to assist in preparing students for competitive events as mentors. Don't forget to invite them to join DECA as professional members.

ALUMNI SPOTLIGHT

Find successful DECA alumni in your community or from your chapter and write a success story. Submit the success story

to your local newspaper or share on your school's social media channels.

DECA MONTH PROCLAMATION

Request a proclamation signing from the mayor that declares November as DECA Month.

DECA SOCIAL MEDIA CORRESPONDENT PROGRAM

Have members join the DECA Social Media Correspondent Program and begin highlighting your chapters events, activities and success stories. Sign up at decadirect.org.

DECA VIDEO

Make your own chapter-specific membership recruitment video or show the DECA promotional video on your school's communication channels, such as daily announcements and social media channels.

OPEN HOUSE SOCIAL

Organize a breakfast, lunch or coffee with students, parents and/or administrators to share your chapter's plans and goals for the year.

SBE PROMOTION

Distribute coupons to redeem at your school-based enterprise to showcase another exciting element of your DECA chapter.

SHOWCASE IT

Create a bulletin board or showcase in your high school to promote DECA. Display pictures, trophies, posters and upcoming conference locations.

TELL YOUR DECA STORY

Have members attend a local chamber of commerce or school board meeting and share their DECA story.

POST IT - TWEET IT

Utilize social media channels to quickly deliver DECA chapter information to members and your community. Social media allows the leadership team to communicate to large numbers of members, as well as to promote chapter activities to professional, alumni and potential members.

SILENT DECA FLASH MOB

Engage your members and reach the entire student body by conducting a silent flash mob based upon two of DECA's Guiding Principles: Community Oriented and Professionally Responsible. During a school-wide assembly, chapter members can speak about the

chapter's community service activities and how DECA is helping its members become professionally responsible. Strategically place members in the audience wearing DECA chapter shirts or blazers and systematically stand silently holding signs that share information about DECA.

SLOGAN-A-DAY

Celebrate DECA Month by sharing a popular advertising slogan each day over the school's intercom system. The first student who can correctly identify that company's slogan receives a prize such as a DECA coupon.

SERVE

Having a chapter that is community oriented means that your members recognize the benefit of service and responsibility to the community, as well the impact they have on their local and broader communities.

CHANGE FOR CHANGE

In your school-based enterprise, ask if customers want to donate the extra change from their purchase to charity. If you don't have a school store, ask a local business to participate. Then donate the change to a local charity.

MDA MIRACLE MINUTE

Designate one minute during a school day dedicated to raising as many funds as possible for the Muscular Dystrophy Association.

MDA SERVE DAY

Connect with your local MDA office and learn how your chapter can support a local family by helping with a day of lawn care, babysitting, cleaning or other daily chores.

SCHOOL SUPPLIES DRIVE

Organize a drive to collect school supplies to donate to students in your community. Work with the counselors in your school district to discreetly identify students who need the supplies.

ADOPT A FAMILY

Work with a local family to provide food and gifts for all family members in celebration of the holidays. Each member makes a donation and chapter officers purchase the food and gifts for the family members.

MINI-THON

Conduct a Mini-THON, similar to a dance marathon, to support a cause. This event is multi-hour, interactive, fun-filled and student-led.

PARTNERSHIP FOR SUCCESS

Work with a local elementary school and serve as mentors providing academic assistance to students who might be falling behind academically. Offer this same service to several freshmen in your high school, helping build confidence and encouraging involvement in school activities.

INNOVATE

Help your members find their inner entrepreneurial spirit by integrating entrepreneurial related DECA activities into your chapter's program of leadership. Join thousands of students globally as they celebrate Global Entrepreneurship Week each year.

ALUMNI ENTREPRENEURS SPOTLIGHT

Find successful DECA alumni entrepreneurs who embody the entrepreneurial spirit in your community or from your chapter and write a success story. Submit the success story to your local newspaper or share on your school's social media channels.

BRING IN THE ENTREPRENEURS

Invite a local entrepreneur to speak at a chapter meeting or during class, or organize a luncheon with entrepreneurial leaders in the community to visit with DECA members.

DECA'S ENTREPRENEURSHIP COMPETITIVE EVENTS

Have members choose a DECA entrepreneurship competitive event and conduct one activity that is part of that event.

DECA IDEA CHALLENGE

Participate in the DECA Idea Challenge. Have a competition between your classes, other classes or other student organizations throughout the school.

MENTOR PROGRAM

Invite local business people to mentor members on their entrepreneurship competitive events during a working session.

TAKE IT TO THE BOARD

Present an entrepreneurship presentation to the local chamber of commerce, school board or parent organization for your school.

SBE CUSTOMER APPRECIATION CHALLENGE

Showcase your DECA school-based enterprise (SBE) by creating a special sales promotion challenge. DECA members are challenged to increase traffic and sales in their SBE by

creating a customer appreciation event during Global Entrepreneurship Week that is aimed at teachers. Throughout the week students, on their assigned day, hold sales, host social media "shout outs" and promote the SBE using a variety of social media channels.

TEENS TALK

Invite local teen entrepreneurs to share their personal experiences with starting their own business. From successes to failures, the entrepreneurs share that it's never too early to become an entrepreneur.

TOWN BUSINESS TOUR

Organize a small business tour for your members that features a tour of local businesses and a face-to-face discussion with each of the owners. Members learn about each entrepreneur's individual story and have time for a question-and-answer session.

ADVOCATE

The goal of DECA Advocacy is to showcase the impact that DECA has in preparing emerging leaders and entrepreneurs in your chapter. Celebrate Career and Technical Education (CTE) Month in February by conducting a variety of activities that allow your members to advocate for CTE and DECA.

CONNECT WITH DECA'S CONGRESSIONAL ADVISORY BOARD

Connect with your elected official on DECA's Congressional Advisory Board (CAB). If your legislator is not a member of DECA's CAB, ask them to join at deca.org/cab.

CONNECT WITH LOCAL CHAMBER OF COMMERCE

Connect with your local chamber of commerce or similar organization to share your chapter's activities for the year, as well as your success stories by members.

CTE MONTH PROCLAMATION

Request a proclamation signing in recognition of Career and Technical Education Month and DECA from public policymakers.

INDUSTRY GUEST SPEAKER

Ask a business partner, including those on the National Advisory Board, to give an industry expert presentation as a guest speaker.

LETTER-WRITING CAMPAIGN

Conduct a letter-writing campaign to the Department of Education or state legislators about the impact of DECA and the value of their support.

PROMOTIONAL KITS

Make a promotional kit that highlights the impact of your chapter's activities and share it with teachers, counselors, principals and superintendents. Do the same for public policymakers.

SCHOOL BOARD AND COMMUNITY IMPACT REPORT

Deliver a presentation on the impact of DECA to the local school board and/or school administrators. Deliver an impact report presentation to the mayor, city council or state legislators of your community.

TWEET AND POST ABOUT DECA

Tweet and post on Facebook a benefit of Career and Technical Education and DECA each day of CTE Month.

CTE FAIR

Host a CTSO fair in February to celebrate Career and Technical Education Month. Ensure that each Career and Technical Student Organization (CTSO) is represented. DECA members speak one-on-one with potential members and share the impact DECA is having on their members, their school and their surrounding community.

CTE MONTH POSTER CAMPAIGN

Design and place CTE Month awareness posters throughout your school. These posters explain what CTE is, how it benefits students, ways to celebrate CTE Month and why students should join DECA.