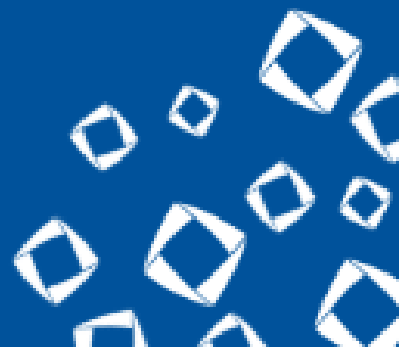




A GUIDE TO THE  
DECA INC.

# MEMBERSHIP CAMPAIGN





**CAMPAIGN  
GUIDELINES**

**2**

**MORE STUDENTS  
FROM LAST YEAR**

**ALUMNI**

**0**

**PROFESSIONALS**





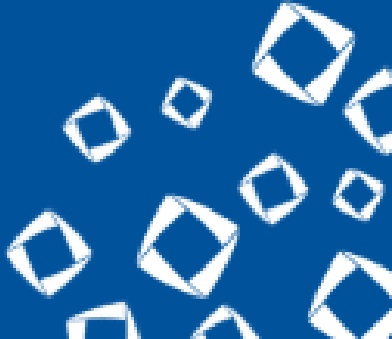
# CAMPAIGN LEVELS

## ACHIEVEMENT LEVEL

Meet the requirements in any ONE of the categories (students, alumni or professionals) of the Membership Campaign and receive a pennant and certificate.

## THRIVE LEVEL

Meet the requirements in any TWO of the categories of the Membership Campaign and receive a pennant, plaque, flag and TWO ALLOCATIONS to attend the THRIVE ACADEMY at ICDC!





# CAMPAIGN DEADLINES



## DECA INC CAMPAIGN

December 1st, 2020

FOR SUBMISSIONS:  
[DECA.org/campaigns](https://DECA.org/campaigns)

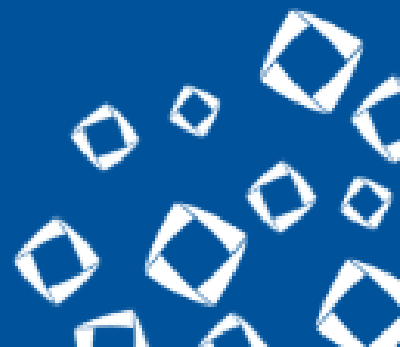




# VA DECA INITIATIVES

**VA DECA REWARDS ONE  
CHAPTER FROM EACH  
REGION FOR...**

- Largest Chapter Membership
- Largest % Increase in Membership
- Largest # Increase in Membership





# V A D E C A INITIATIVES



## STAR CHAPTER

Increase membership  
by **5 members**

- Ribbon at SLC
- Written recognition



## SUPERSTAR CHAPTER

Increase membership  
by **10 members** (at  
least 5 students)

- Star benefits
- SLC glow stars



## PLATINUM CHAPTER

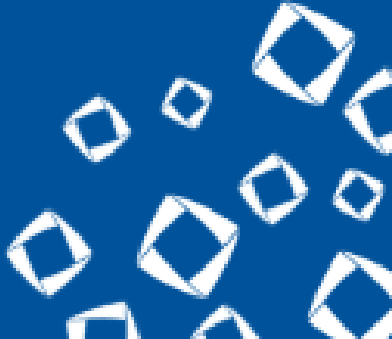
Increase membership  
by **20 members** (at  
least 10 students)

- Superstar benefits
- SLC priority seating  
(for SLC 2021-2022)



## DIAMOND CHAPTER

Be a Platinum Chapter  
and complete **two**  
**areas** of DECA Inc's  
Membership Campaign

- Platinum benefits
  - One hotel room paid  
for one night at SLC  
(for SLC 2021-2022)
- 



VA DECA  
**DEADLINES**



VA DECA CAMPAIGNS

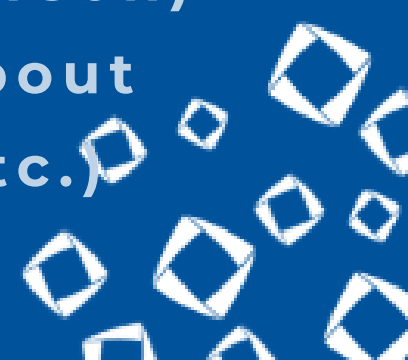
January 15th, 2021





# TIPS TO GROW MEMBERSHIP

## *Students*

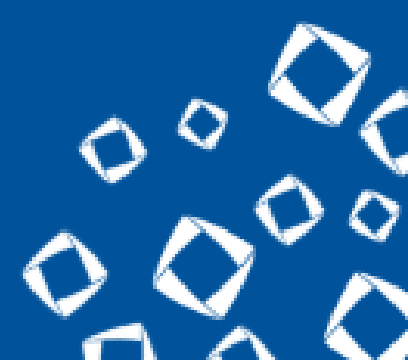
- Send out VA DECA Postcards
  - Provide incentives such as
  - T-shirts and keychains
  - Share your DECA Stories with prospective members
  - Expand who you are reaching out to (middle schoolers, students not in a marketing class)
  - Host fun DECA events and meetings (virtual or in person)
  - Promote what YOU love about DECA (skills, field trips, etc.)
- 





# TIPS TO GROW MEMBERSHIP

## *Alumni*

- Stay in contact with alumni by making sure you collect their information before they graduate
  - Create an alumni email list/FB Group to easily contact them
  - Promote the VA DECA Senior Breakfast and encourage attendance
  - Host alumni only events and promote these in advance
  - Keep them involved!
- 



# TIPS TO GROW MEMBERSHIP

## *Professionals*

- Encourage parents of members to become professional members
  - Involve the community in your DECA events
  - Speak with businesses in your area
  - Provide incentives such as placing their logo somewhere
- 