2021-2022 Virginia DECA MDA Community Service Campaign #FiredUpToServe
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Welcome to the Virginia DECA 2021-2022 SERVE Guidebook!

Our 2021-2022 initiative will be focused primarily on raising funds and awareness for the DECA Inc. national partner: the Muscular Dystrophy Association.

Advocating to raise awareness:
- "MDA Mondays"
- Social media posts
- Virginia DECA Events

Fundraising:
- Virginia DECA Day Fundraiser
- MDA Heart Sales
- MDA Shamrock Sales
- State Leadership Conference Miracle Minute

Opportunities to gain chapter recognition:
- SLC Serve Ribbons
- SLC recognition for the top three chapters who sell the most MDA Hearts
- DECA Direct top raising chapters for the MDA recognition

We cannot wait to get Virginia DECA #FiredUptoServe the Muscular Dystrophy Association this year!

- STATE ACTION TEAM 77
Muscular Dystrophy affects around 200,000 individuals across the United States alone.

- Some types of Muscular Dystrophy symptoms begin in childhood. In other types, individuals are not affected until adulthood.

- There is no cure for Muscular Dystrophy, however there are medications and treatments that can help manage some symptoms and potentially slow the course of the disease.

**WHAT IS MUSCULAR DYSTROPHY?**

Muscular Dystrophy is a group of genetic diseases that cause progressive weakness and loss of muscle mass.

**WHY MDA?**

Although there are multiple medications and treatments that can help manage some symptoms of Muscular Dystrophy, not all individuals living with Muscular Dystrophy can afford them.

- Virginia DECA is passionate about working with the MDA because we are committed to transforming the lives of people affected by Muscular Dystrophy.

- "Muscular Dystrophy can affect people of all ages, but that won't stop them from living unlimited." states the Muscular Dystrophy Association. The association has invested over one billion dollars in Muscular Dystrophy research over the course of 68 years.

- MDA provides those affected with services such as one-to-one specialists, care centers, and recreations such as summer camps.
Virginia DECA's Serve goal is to raise funds and awareness for the Muscular Dystrophy Association. Here are a few of the ways we plan on achieving our goal:

**FUNDRAISERS:**

- The VA DECA Day MDA Fundraiser is a three day state-wide event for chapters to collect donations to the MDA. Chapters will be provided with printable heart designs to sell. Students can write their names on them to hang up in their school.

- MDA Shamrocks are similar to our VA DECA Day fundraiser. We ask chapters to sell paper cutouts of Shamrocks to students that they can decorate to support the MDA!

- SLC Miracle Minute: Virginia DECA will host a Miracle Minute at SLC

**ADVOCACY:**

- MDA Mondays: Every Monday this year, Virginia DECA will post facts and bring awareness to Muscular Dystrophy via Instagram stories and posts.
CHAPTER EVENT IDEAS

We encourage chapters to host their own events to raise funds for the MDA. Below are some chapter events that you can use to reach your Serve goals this year:

ACTIVITIES

- **Sports Tournament** - Host a sports tournament such as kickball or dodgeball, charge an admission fee, and be sure to set up concessions!

- **Miracle Minute** - At your next chapter meeting, pass around a basket and ask members to donate what they can. A little can go a long way!

- **MDA Muscle Walk** - Get your community up and active by organizing a walk or participate in a MDA Muscle Walk. Learn more about getting involved in MDA Muscle Walks at [https://www.mda.org/muscle-walk](https://www.mda.org/muscle-walk).

- **Penny Wars** - Divide into teams and give each team a bucket. The team who collects the most pennies by the end of the competition is the winner. Teams can deduct points from each other by adding silver coins to the other teams bucket.

- **Movie Night** - Sell movie tickets and use a projector to host a movie night! Don't forget the popcorn.

- **Game Night/Tournament** - Sell tickets for a game night and encourage everyone to bring in their favorite board game or video game!

- **Bowl-A-Thon** - Who doesn't love bowling? Organize a bowl-a-thon and have it double as a social event as well as a fundraiser!

- **Have your own idea?** Visit [https://www.mda.org/get-involved](https://www.mda.org/get-involved) to learn how you can get involved in your own unique way!
HOW TO RAISE AWARENESS

We especially encourage DECA chapters and members to raise awareness in their own communities for Muscular Dystrophy, both offline and online.

When sharing information, it is important to create quality content and use information derived from trusted sources. Virginia DECA recommends using mda.org.

Organize educational events that chapters will engage in to have fun and to learn. Educational events can be a great place for informative discussion and enrichment to occur.

When it comes to social media, we encourage chapters to share information that the MDA and Virginia DECA have available. We also want chapters to develop their own unique posts to diversify different content for your local community.

Encourage your followers to share your social media posts. Doing so allows your information to reach new audiences.
EARNING SLC RECOGNITION

SLC RIBBONS

Chapters have the opportunity to earn a ribbon at SLC based on their participation in our Serve initiative throughout the year. Chapters must meet at least TWO of the criteria mentioned below to earn the standard Community Service ribbon, or meet FOUR to earn the Super Serve ribbon.

- Participate in the Virginia DECA Day Fundraiser
- Repost 3 of our MDA Monday posts on your chapter’s social media and Follow MDA on Instagram from your chapter’s account
- Host your own MDA fundraising event at your chapter
- Create your own MDA Monday post
- Participate in the DECA Inc. MDA Challenge

BE SURE TO...

1. Post photos of your events and activities on Instagram and Twitter with the hashtag #FiredUptoServe
2. Submit the Google form in the Linktree in our Instagram or on our website by FEBRUARY 1
3. Congratulations! By submitting the WuFoo form, you have earned a Serve ribbon to put on your name tags at SLC!


VA DECA DAY FUNDRAISER RECOGNITION

The top 3 chapters with the most Hearts sold during our Virginia DECA Day fundraiser will be recognized on stage at SLC!

BE SURE TO...

1. Post a picture of all of your Virginia DECA MDA Hearts at the end of the fundraiser and use the hashtag #FiredUptoServe
2. Submit the Google form in the Linktree in our Instagram or on our website by NOVEMBER 8