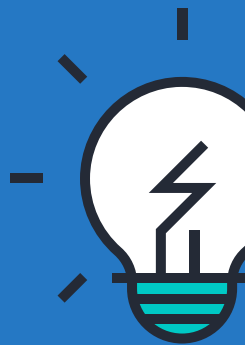




Texas DECA Campaign Guidebook

2020-2021



APPROACHING CAMPAIGNS

FIRST

- Break down each campaign at an officer meeting! Work together to decide which campaigns your chapter wants to complete and what outreach activities you will conduct.

Ways to split up the work for multiple campaigns:

- Assign a campaign to each officer
 - officer will plan out approach, communicate plan to President, delegate roles and work with rest of officer team to execute plan
- Create "committees" made up of members wanting an increased leadership role or a role outside of competition to help complete campaigns, place an officer as head of campaign committee

SECOND

- Create a timeline of target dates when each activity should be completed
- Ensure all officers are on the same page
- Follow-up with each other on campaign progress each month to stay on track and help each other when needed (team effort!!)
- Reach out to district officers if you need help or ideas for any events

THIRD

- A week or 2 away from the campaign deadline, hold an officer meeting to finish up the campaigns together
- Make sure all requirements for the campaign(s) are met
- Set a meeting or just a date to submit the campaigns! Make sure your chapter advisor is aware of this date or is present when you're submitting.

ADDITIONAL ADVICE

- If you've never completed any campaigns and want to just complete one, the easiest ones to approach are the promotional and community service campaigns!
 - Promotional campaign - you're already meeting most of the school and community outreach requirements by promoting DECA as usual, just take photos of what you're doing to promote to meet the guidelines and get in contact with alumni!
 - Community service campaign - set up any community service activity, hold the activity several times over the next few months for max. participation, document your one form of publicity/promotion, and you're ready to submit!

DECA CHAPTER CAMPAIGNS

deca.org/campaigns

CELEBRATE DECA MONTH IN
NOVEMBER

MEMBERSHIP

Guide your membership efforts by meeting these goals.

20

MORE STUDENTS
THAN LAST YEAR

20

ALUMNI

20

PROFESSIONALS

DEADLINE 12.1.20

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the categories (students, alumni or professionals) of the Membership Campaign and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting 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!

GLOBAL ENTREPRENEURSHIP WEEK

Activities must occur during November 16-22, 2020. Submit Innovation Challenge entries at www.deca.org/challenges.

3

INNOVATION CHALLENGE
ENTRIES

+

3

SUCCESS STORIES OF
LOCAL ENTREPRENEURS

+

3

SCHOOL/COMMUNITY
OUTREACH ACTIVITIES

PROMOTIONAL

Conduct these activities from the beginning of your school year through DECA Month.

3

SCHOOL
OUTREACH ACTIVITIES

+

3

SUCCESS STORIES
OF ALUMNI

+

3

COMMUNITY
OUTREACH ACTIVITIES

COMMUNITY SERVICE

Conduct a community service activity from the beginning of your school year through DECA Month.

1

OR MORE COMMUNITY
SERVICE ACTIVITIES

+

75%

OR MORE PARTICIPATION
OF YOUR DECA MEMBERS

+

1

FORM OF PUBLICITY
OR PROMOTION

DEADLINE 12.1.20

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the DECA Month Chapter Campaigns (Global Entrepreneurship Week Campaign, Promotional Campaign or Community Service Campaign) and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the DECA Month Chapter Campaigns (Global Entrepreneurship Week Campaign, Promotional Campaign and Community Service Campaign) and receive a pennant, plaque, flag and **TWO ALLOCATIONS** to attend the **THRIVE ACADEMY** at ICDC!

ADVOCACY

Advocate during Career and Technical Education Month in February.

3

SCHOOL
OUTREACH ACTIVITIES

+

3

PUBLIC POLICY
MAKERS OUTREACH

+

3

COMMUNITY
OUTREACH ACTIVITIES

DEADLINE 3.1.21

Meet the requirements in the Advocacy Campaign during February and receive a pennant, special plaque from DECA's Congressional Advisory Board and a letter of recognition sent to your school administrator and government officials.

2020-2021 DECA CHAPTER CAMPAIGNS: MEMBERSHIP CAMPAIGN

WHAT IS IT

DECA's membership campaign is designed to help your chapter grow by making the DECA experience available to more student members, keeping alumni involved and engaging professional members. The national campaign is due December 1, 2020, and the state membership campaign is due November 1, 2020.

RECRUIT STUDENTS

- Video or PA announcements
- Presentations for CTE classes
- Table at club fair/lunch
- Candy + invites to next DECA meeting (deliver to classrooms or pass out during lunch)
- Posters in hallways

RECRUIT PROFESSIONALS/ALUMNI

Professional members

- Ask parents of officers & members
- Ask local businesses + members' families through email/phone call

Alumni

- Ask past officers to join
- Text last year's Remind and ask previous members to join

INCENTIVES

- State Campaign
 - earn Shop DECA gift cards
 - earn DECA blazers
 - get priority seating at State CDC
- National Campaign
 - complete another campaign and earn up to 3 Thrive Academy spots at ICDC

VIRTUAL

- chapter social media posts, give pts to members who repost / tag friends
- raffle (free membership, giftcard, etc.) to get people to join online meetings
- Ask CTE teachers to forward an email with a DECA promo video to all of their students
- promote Texas DECA virtual case studies + events (college, pitch business, etc) and chances to win prize money

VIRTUAL

Professional members

- Invite professionals to talk to members at a webinar
- Offer services to local businesses in exchange for sponsorship and membership! Think marketing & social media plans, logos on t-shirts, etc.

Alumni

- Encourage alumni to ask their alumni friends to join as well

ACHIEVE

- State Campaign - visit texasdeca.org/membership-campaign to find chapter membership goals and more information
 - due November 1, 2020
- National Campaign - due December 1, 2020
- Submit chapter membership to the DECA Membership System by deadline to complete campaign



TEXAS DECA

2020 MEMBERSHIP CAMPAIGNS

STUDENT MEMBERSHIP CAMPAIGN
DUE NOVEMBER 1, 2020

ALUMNI & PROFESSIONAL CAMPAIGN
DUE DECEMBER 1, 2020

GOLD

+20

STUDENT MEMBERS

\$100  DECA GIFT CARD + 20%  DECA DISCOUNT +

10  TEXAS DECA MASKS + PICK 5 TEXAS DECA MASKS
TEXAS DECA TIES
TEXAS DECA SCARVES
*mix and match 5

+  DECA BLAZER

+20

PROFESSIONAL/
ALUMNI MEMBERS

PICK 5 TEXAS DECA MASKS
TEXAS DECA TIES
TEXAS DECA SCARVES
*mix and match 5 + 10  TEXAS DECA MASKS

+ \$100  DECA GIFT CARD

SILVER

+10

STUDENT MEMBERS

\$50  DECA GIFT CARD + 20%  DECA DISCOUNT +

10  TEXAS DECA MASKS + PICK 5 TEXAS DECA MASKS
TEXAS DECA TIES
TEXAS DECA SCARVES
*mix and match 5

+10

PROFESSIONAL/
ALUMNI MEMBERS

PICK 5 TEXAS DECA MASKS
TEXAS DECA TIES
TEXAS DECA SCARVES
*mix and match 5 + 5  TEXAS DECA MASKS

+ \$50  DECA GIFT CARD

BRONZE


MATCH

2019-2020 STUDENT
MEMBERSHIP

10  TEXAS DECA MASKS + 20%  DECA DISCOUNT

+5

PROFESSIONAL/
ALUMNI MEMBERS

PICK 5 TEXAS DECA MASKS
TEXAS DECA TIES
TEXAS DECA SCARVES
*mix and match 5 + 5  TEXAS DECA MASKS

\$50  DECA GIFT CARD

20+20 BONUS



HIT GOLD LEVEL IN STUDENT & ALUMNI/PROFESSIONAL TO GET THE 2020 BONUS!

Membership increases over 2019-2020 final membership roster totals per category.

2020-2021 DECA CHAPTER CAMPAIGNS:

GLOBAL ENTREPRENEURSHIP WEEK CAMPAIGN

WHAT IS IT

This campaign challenges chapters to celebrate and promote entrepreneurship during Global Entrepreneurship Week. During the week of November 16-22, submit 3 Intuit Innovation Challenge entries and conduct 3 school or community outreach activities. Then, by December 1, 2020, submit your information along with 3 entrepreneur success stories.

INTUIT INNOVATION CHALLENGE

- New challenge, apply Intuit's Design for Delight design thinking in the process
- Goal: innovate to help reverse the effects of global warming
- Demonstrate use of Design for Delight in 3 min. video presentation
- Include brainstorming, solution, experimentation within community
- More info can be found at deca.org/challenges

ENTREPRENEUR SUCCESS STORIES

- Find local entrepreneurs through students' parents, family friends, your advisor's connections, chapter sponsors, small businesses you go to
- Interview 3 entrepreneurs and write short story about them and their company, must include a picture of the entrepreneur (write on google doc)

SCHOOL OR COMMUNITY OUTREACH

- Post on social media about GEW
- Highlight local businesses on social media throughout the week
- Invite an entrepreneur to speak at a DECA meeting (can be online)
- Posters in school/businesses about GEW
- Challenge members to pitch a business concept through video/social media
- Host an entrepreneur panel online open to the school/community

VIRTUAL

- Draft a script for your video together on a shared Google Doc before filming
- Have participating teams/members record their pitches together on Zoom or record individual parts and combine video clips
- Upload videos to YouTube, Vimeo, etc.
 - Submit video links for campaign

VIRTUAL

- Set up an online meeting with each entrepreneur to interview them, or email them interview questions and have them send back responses with a photo
- Sample Interview Questions:
- Why did you start this business?
 - What advice do you have for aspiring entrepreneurs?
 - What is the biggest lesson you have learned from starting this business?

ACHIEVE

- Due by December 1, 2020 but all activities must be occur November 16-22
- Input your 3 entrepreneur success stories and include photos
- Copy and paste the 3 YouTube video links for Intuit Innovation Challenge
- Upload pictures + short descriptions of your school or community outreach activities
- Submit campaign online:
<https://campaign.decaregistration.com/>



2020-2021 DECA CHAPTER CAMPAIGNS: PROMOTIONAL CAMPAIGN

WHAT IS IT

This campaign provides chapter members an opportunity to share with their school and community what DECA is all about and how their chapter is making a positive impact on its members and community. Conduct 3 school outreach activities, 3 community outreach activities and share 3 alumni success stories to complete this campaign. Be sure to submit your information online by December 1, 2020.

SCHOOL OUTREACH ACTIVITIES

- Orientation booths
- Meeting posters in hallways
- Gifts for school admins/staff
- Video/pa announcements
- Present DECA to CTE classes
- DECA bulletin board
- Members wear DECA shirts on meeting day, take photos

COMMUNITY OUTREACH ACTIVITIES

- Hang DECA flyer in local areas/businesses
- Reach out to local news, radio, etc. to talk about DECA
- Host a spirit night at a restaurant
- Have DECA members volunteer at a community service event wearing DECA shirts, take photos!
- Sponsorship drive - have members go to local businesses to recruit sponsors
- Talk to Chamber of Commerce about DECA

ALUMNI SUCCESS STORIES

- Contact past chapter officers and members
- Write an introduction of what they are currently doing, their DECA experience + how it helped them
- at least 5-7 sentences, include name and photo

Chapters with no alumni:

- reach out to past state and district officers for their stories

VIRTUAL

- chapter social media posts
- partner with other clubs in your school to host a virtual event (community service activity, meet other students, etc.)
- Send email to CTE teachers about DECA (screenshot email)
- Pitch an article to your school newspaper about DECA

VIRTUAL

- Virtual spirit night and ask members to send in photos picking up food/delivery (Ex. Chipotle has virtual spirit nights, your chapter gets a special promo code and a % of proceeds goes to your chapter)
- Pitch story about DECA to local newspaper, include how professionals and join to help recruit
- Host a virtual community service event in partnership with a local org./business

ACHIEVE

- Due by December 1, 2020
- Input your 3 alumni success stories and don't forget to include photos of the alumni
- Upload pictures and include short descriptions of your school AND community outreach activities
- Submit campaign to:
<https://campaign.decaregistration.com/>



2020-2021 DECA CHAPTER CAMPAIGNS: COMMUNITY SERVICE CAMPAIGN

WHAT IS IT

Document one or more community service activities, be sure to have at least 75% of your members involved, and create at least one form of publicity or promotion. Finally, be sure to submit your information online by December 1, 2020.*

*The district or state community service project can be used for this campaign if you have 75% chapter participation and you include photos of the form of publicity/promotion.

COMMUNITY SERVICE IDEAS

- animal shelter
- local marathons
- flea markets/farmer's markets
- Elementary school carnivals, events
- Clothing drive
- School concessions
- Blood drive
- Visit food bank
- Canned food drive

INCREASE PARTICIPATION

- Hold multiple, recurring events throughout a couple of months for more total participation
- Hold event right after a meeting while members are already there (virtual or in-person)
 - Ex. make cards on Zoom together after finishing meeting presentation
- Give members incentives such as lettering points, stoles, cords
- Remind members they can earn community service hours through these events!

PUBLICITY/PROMOTION

- Posters around school
- Story in school or local newspaper, TV news coverage, radio coverage
- Post on social media
 - design graphic on Canva for posts or create a promo video
- Video/PA announcements
- Partner with other clubs in school
 - repost your event on social media, have them send volunteers, etc.

VIRTUAL

- make cards for front-line workers or senior citizens; members drop off cards or email officers cards to print out
- any supply drive but drop off items outside someone's house (no contact)
- virtual fundraiser to help small businesses
- Record self reading audiobooks for LibriVox
- provide free marketing services for local businesses or organizations

VIRTUAL

- Promote on social media often
- Reach out to other clubs to repost each other & increase engagement
- Ask members and officers to repost for points or other incentives
- Social media likes, comments, and retweets can count as participation if it's a post related to your service event (resort to this only if lacking participation)

ACHIEVE

- Due by December 1, 2020
- Describe the community service project your chapter participated in. Confirm that 75% of your members were involved.
- Explain or provide a picture of the one form of publicity/promotion
- Submit campaign to:
<https://campaign.decaregistration.com/>



2020-2021 DECA CHAPTER CAMPAIGNS: ADVOCACY CAMPAIGN

WHAT IS IT

Advocate for DECA and Career and Technical Education (CTE) during CTE Month in February 2021! Completing 3 school outreach activities, 3 public policymaker outreach activities, and 3 community outreach activities will get your chapter recognized for this campaign. Submit the campaign by March 1, 2021.

SCHOOL OUTREACH ACTIVITIES

- CTE Elective fair - similar to club fair but promoting CTE classes
- CTE posters - hang up posters encouraging students to enroll in CTE classes
- Teacher gifts - give teachers a gift with a flyer about the importance of CTE courses
- Video/PA announcements explaining what CTE is and the importance of it

COMMUNITY OUTREACH ACTIVITIES

- Go talk to businesses about CTE and wear your DECA t-shirts
- Talk to your local Chamber of Commerce about the importance of CTE
- Partner with other CTSO's in your school to host an event for the community

PUBLIC POLICY MAKER OUTREACH

- Send letters/emails to 3 public policy makers (mayor, city council, state reps, congressional reps, etc.)
- discuss what your DECA chapter has done for the community, how they can support, and the importance of CTE
- Make sure to take a photo of the letters/emails you send!
- Attend a school board meeting (can be virtual) to talk about DECA

VIRTUAL

- host a virtual CTE elective fair through Zoom and partner with other CTSOs
 - have each CTSO talk about their organization + connected classes
 - presentation on the CTE classes students can take
- Pitch an article to your school newspaper about DECA and taking CTE classes

VIRTUAL

- Send article about CTE and DECA to the newspaper, or reach out to the news/radio station
- Post on social media weekly: importance of CTE/CTE facts
- Virtual presentation/meeting on the impact of CTE for community members to attend

ACHIEVE

- Due by March 1, 2021
- All activities **MUST** be completed in February - CTE month
- Upload pictures and short descriptions for each of the school, community, and public policy maker outreach activities
- Submit campaign to:
<https://campaign.decaregistration.com/>





TEXAS

DECA