



## 2011 FLC

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**Promoting DECA**

- DECA Booths
- Homecoming Floats
- Tailgating at Varsity Games
- Recruit Middle School Students
- Create videos.
- Orientation/Open House
- DECA Merchandise
- Announcements
- Fliers
- Trophy cases
- Promotional food sales.
- DECA Dedications
- Student speakers.
- Newspaper
- Sporting Events
- Radio Stations
- Learning Experience
- Looks good for college.
- Scholarships available.
- Out of school activities.
- Travel
- DECA Pep Rally
- Decorate school with DECA banners.

**Social Activities**

- Wizards Game
- NY Experience
- Kings Dominion
- Richmond Flying Squirrels
- State Fair
- Laser Tag
- Bowling
- Swader Sports Park
- 3 on 3 Basketball
- Pizza Party
- Movie Night
- Obstacle Course
- Paint Ball
- Dodge ball

**Using Social Media**

- Create a facebook/twitter/linked in/ tumblr account for the chapter.
- Trivia question contest on social media site to create traffic and get members involved in the site.
- Keep members informed with upcoming events on the page or site.
- Commercials on your school's news channel.
- DECA link on the school website.
- DECA radio broadcast on morning announcement.
- Invite everyone you know.
- Make an advertisement.
- Flair App and bumper sticker.
- Profile banners.
- Trending #DECA@ICDC
- Blogs
- Upload pictures of events.
- Take suggestions from members.
- Interact with other chapters.

**"Fun" Chapter Meetings**

- Food
- Field Trips
- DECA Points
- Games/Activities
- Contests
- Fun flyers and ice breakers.
- NO zombie officers at meetings.
- Short speeches.

**T-Shirt Ideas**

- Medals on the front.
- Aspire Higher w/Mountains
- Clouds/Starts "Cloud9"
- Statistics shirts
  - Competition Categories
  - Members
- DECA Blazer T-Shirt
- LAX Pennies w/DECA Diamond
- iDECA



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**Student Membership Recruitment**

- Club Fair
- Announcements
- Branching out to middle schools
- DECA Week
  - Face Painting
  - Oreo Eating Contest
  - Dance Competition
  - Raffle Tickets
  - DECA Diamond Dash
  - T-Shirt Day
  - Trivia on Announcements
  - Charity Football Game
  - Grade Competitions
  - DECA Volunteer Day
  - Workshops for underclassmen
  - Fundraiser for DECA tips.
  - Professional Dress Day
- DECA Member only socials.
- Promote in marketing classes.
- Advertise using creative, colorful and eye catching posters, flyers, displays.
- Offer a lot of fun (but educational) field trips for DECA members.
- Have incentives for paying DECA dues.
- Reminder: It's never too late to pay your DECA dues!
- Testimonials
- Social Media
- DECA Social
- NY Trip
- DECA Donuts/Candy
- Team Swag
- Promoting ICDC
- Breakfast meetings
- Adopt an underclassmen class.
- Market to parents at PTSA.

**Recruiting Business Partners**

- Family members

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- Visit businesses personally.
- Bosses/Employers
- E-Mail Corporate HQ
- Incentives for Joining – name on shirts
- Posters/Billboards
- County Fair

**Recruiting Alumni Members**

- Judges for state and district competitions.
- Sponsor chapter activities.
- Alumni Mentorship
- Contact former DECA members through school/advisors.
- Participation in community service outreach.
- Incentives
- Advisor Aid
- E-mails
- Gifts
- Alumni Yearbook
- Public Recognition

**Competition**

- Use role play videos.
- Promote the travel aspect of competition.
- Competition prepares you for the real world.
- Visualizing potential.
- Explaining awards and recognition.
- Student testimonials.
- Demonstration of bad role play verse good role play.
- DECA Time (15 minutes early)
- Professional Dress
- Practice
- Don't leave boards at home/bring all materials
- Study practice tests.
- Eat a good breakfast.
- Sleep
- DECA Buddy/Mentor
- Lunch for competitors
- Mock Role Plays with teachers.



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**Fundraising**

- TunesDay Tuesday – donate \$1 for a bracelet and can listen to music during school.
- Donate \$1 for teachers to wear jeans.
- Nickels for Neena – raise nickels from 1<sup>st</sup> period classes.
- Dime for DECA
- Fashion Show
- Plays at School
- Sell cookies.
- Field Day
- Yankee Candles
- Marathon
- Kiss a Senior Goodbye
- Crush for your crush.
- Peeps for your peeps.
- Pie in teacher's face.
- Football games
- Haunted house
- Powder puff
- School Store
- Donations
- Student VS Faculty games
- Secret Santa
- T-Shirt Sales
- School dances
- Cash for Gold
- Dance offs
- Talent show
- Lock in
- Sell Artwork
- Sell favors
- DECA night at restaurants

**Community Service/Charity**

- Fashion Show for MDA
- Drive for children with disadvantages.
- Nickels for the Needy
- Partner w/businesses to promote DECA to children.
- Fall Festival Food Sales for Fire Rescue

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- 5K
- Diabetes
- Toy Drive
- Dodge ball Tournament
- Date Auction
- Blood Drive
- Ping Pong Tournament
- Dog Walking
- Texting and Driving campaign
- Salute Soldiers
- Relay for Life
- Food drive
- Happy Hats – selling them to raise money for cancer.
- Raffles at events.
- Pink Outs
- Adopt a family.
- Collecting cell phones.
- Susan G. Komen
- Capitol Food Bank
- ALS
- LBHN
- Wounded Warrior
- American Cancer Society
- JDRF
- Walking for Water
- Car Wash
- Trash clean up.
- Recycling movement.
- Homeless shelter.
- Community clean-up.
- Penny Wars
- Bake Sale
- Special Olympics
- Shop for a cause
- Senior home makeover
- Senior Citizens Prom
- Concert
- Spirit Night
- Spaghetti Dinner
- Plant Trees