

# Virginia DECA

## Connect: Blast Off Initiative

### INTRODUCTION:

Blast off into a new year of connection—dedicated to community, career, and competitive support.

BLAST OFF! is Virginia DECA's premier chapter recognition initiative that empowers chapters of all sizes to grow, lead, and serve with purpose. Whether you're building momentum or maintaining a legacy, BLAST OFF! meets your chapter where it is and challenges you to aim higher.

From service events and social media campaigns to competition prep, leadership training, and fundraising, each task is a launchpad to strengthen your DECA community and leadership capacity. Participation in these high-impact activities not only earns your chapter points but builds experiences that prepare members to become emerging leaders and entrepreneurs.

Whether you have 15 members or 500, your chapter's unique strengths and contributions are vital to DECA's mission. Through tailored activities based on chapter size, BLAST OFF! fosters deeper community engagement, stronger officer teams, and more visible chapter impact in your school.

More than just a checklist, BLAST OFF! is a journey of growth, leadership, and legacy-building. Complete dynamic tasks, track your chapter's success, and compete for top recognition in your region and at the State Leadership Conference. Your chapter's mission is ready. The countdown has begun. Are you ready to BLAST OFF?



## **State Recognition Benchmark: 1000 Points**

**Each chapter that completes the Blast OFF! Program will receive a ribbon at the State Leadership Conference**

**The top-performing chapter in each region will achieve recognition at the State Leadership Conference.**

Complete the section based on chapter membership:

Chapters with 1-100:

Chapters with 101-250:

Chapters with 251+:

### **Rules:**

How points are awarded:

1. Initiative submitted in Virginia DECA Form
2. Only one event per task counts toward the total score.
3. Ribbons are awarded based on school participation.
4. Top school per region earns recognition at SLC.

### **Task Completion:**

In order to earn full credit for a completed task, submit the following:

1. Date
2. Picture
  - a. Must include active event participation and chapter members
3. Brief Description of Event
  - a. When and where
  - b. What happened and share the impact
4. Letter of Advisor Endorsement
  - a. Advisors must endorse all activities submitted by a chapter

### **Submission:**

1. **Copy this document and submit in this form** by January 26, 2026
2. Include the letter of advisor endorsement

### **Scoring:**

Participation in Shoot for the Moon: 250 points

Participation in Serve Through 75: 250 points

**By participating in other initiatives, your chapter is halfway to the benchmark!**

Service Project: 150 points

Host a State Action Team Member: 100 points

Community Event: 100 points

Participation in competitive event: 100 points

Chapter Meeting/Event/Activity: 75 Points

Attendance or participation in a DECA Inc./ VA DECA Event: 50 points

**Chapters with 1-100 Members:**

- Participate in Serve through 75: **250 points**
- Participate in Shoot for the Moon: **250 points**
- Participation in District Leadership conference: **100 points**

**[Virginia DECA District Leadership Conference](#)**

- Host a service event: **150 points**

**[DECA in the Community | DECA Inc. Advisor Resources](#)**

- Have a chapter social media platform: **75 points**
- Host a recruitment event: **75 points**

**[The R's of Membership: How to Recruit and Retain | DECA Inc. Advisor Resources](#)**

**[A How-to for Membership Recruitment | DECA Direct Online](#)**

- Host a fundraiser: **75 points**

**[DECA Chapter Budget + Fundraising | DECA Inc. Advisor Resources](#)**

- Attend a DECA Inc. event: **50 points**

**[Ultimate DECA Power Trip | DECA Inc. Conferences](#)**

- Attend a Virginia DECA event: **50 points**

**[Camp DECA](#)**

- Host a chapter officer training: **75 points**

**[Chapter Strategy | DECA Basic Training | DECA Inc. Advisor Resources](#)**

- Host a masterclass: **100 points**

**[Building Connections for Your DECA Chapter | DECA Inc. Advisor Resources](#)**

- Host a community social event: **150 points**

**[Connecting with Local Business Partners | DECA Basic Training | DECA Inc. Advisor Resources](#)**

- Host a chapter competition: **75 points**
- Design & Create Chapter Merchandise: **75 points**
- Host a competition bootcamp: **75 points**
- Host a State Action Team Member: **100 points**

**[Virginia DECA State Action Team](#)**

- Have a chapter member earn a spotlight: **50 points**
- Create a mentorship program inside your chapter: **75 points**

**[We're Better Together: Building a Community in Your Chapter | DECA Direct Online](#)**

- Have a chapter meeting: **75 points**

**[Chapter Meetings | DECA Inc. Advisor Resources](#)**

**[DECA Chapter Strategy Guide | DECA Inc. Advisor Resources](#)**

- Participate in CTE Month: **50 points**
- Participate in Social Media Month: **50 points**
- Host a combined service event with another chapter: **150 points**

**[DECA in the Community | DECA Inc. Advisor Resources](#)**

- Partner with a small business: **100 points**

**[Connecting with Local Business Partners | DECA Basic Training | DECA Inc. Advisor Resources](#)**

## **Chapters with 101-250 Members:**

- Participate in Serve through 75: **250 points**
- Participate in Shoot for the Moon: **250 points**
- Participation in District Leadership conference: **100 points**

### **[Virginia DECA District Leadership Conference](#)**

- Host a service event: **150 points**

### **[DECA in the Community | DECA Inc. Advisor Resources](#)**

- Have a chapter social media platform: **75 points**
- Host a recruitment event: **75 points**

### **[The R's of Membership: How to Recruit and Retain | DECA Inc. Advisor Resources](#)**

### **[A How-to for Membership Recruitment | DECA Direct Online](#)**

- Host a fundraiser: **75 points**

### **[DECA Chapter Budget + Fundraising | DECA Inc. Advisor Resources](#)**

- Attend a DECA Inc. event: **50 points**

### **[Ultimate DECA Power Trip | DECA Inc. Conferences](#)**

- Attend a Virginia DECA event: **50 points**

### **[Camp DECA](#)**

- Host a chapter officer training: **75 points**

### **[Chapter Strategy | DECA Basic Training | DECA Inc. Advisor Resources](#)**

- Host a masterclass: **100 points**

### **[Building Connections for Your DECA Chapter | DECA Inc. Advisor Resources](#)**

- Host a community social event: **150 points**

### **[Connecting with Local Business Partners | DECA Basic Training | DECA Inc. Advisor Resources](#)**

- Host a chapter competition: **75 points**
- Design & Create Chapter Merchandise: **75 points**
- Host a competition bootcamp: **75 points**
- Host a State Action Team Member: **100 points**

### **[Virginia DECA State Action Team](#)**

- Have a chapter member earn a spotlight: **50 points**
- Create a mentorship program inside your chapter: **75 points**

### **[We're Better Together: Building a Community in Your Chapter | DECA Direct Online](#)**

- Have a chapter meeting: **75 points**

### **[Chapter Meetings | DECA Inc. Advisor Resources](#)**

### **[DECA Chapter Strategy Guide | DECA Inc. Advisor Resources](#)**

- Participate in CTE Month: **50 points**
- Participate in Social Media Month: **50 points**
- Host a combined service event with another chapter: **150 points**

### **[DECA in the Community | DECA Inc. Advisor Resources](#)**

- Host a career fair: **100 points**

## **Chapters with 250+ Members:**

- Participate in Serve through 75: **250 points**
- Participate in Shoot for the Moon: **250 points**
- Participation in District Leadership conference: **100 points**

### **[Virginia DECA District Leadership Conference](#)**

- Host a service event: **150 points**

### **[DECA in the Community | DECA Inc. Advisor Resources](#)**

- Have a chapter social media platform: **75 points**
- Host a recruitment event: **75 points**

### **[The R's of Membership: How to Recruit and Retain | DECA Inc. Advisor Resources](#)**

### **[A How-to for Membership Recruitment | DECA Direct Online](#)**

- Host a fundraiser: **75 points**

### **[DECA Chapter Budget + Fundraising | DECA Inc. Advisor Resources](#)**

- Attend a DECA Inc. event: **50 points**

### **[Ultimate DECA Power Trip | DECA Inc. Conferences](#)**

- Attend a Virginia DECA event: **50 points**

### **[Camp DECA](#)**

- Host a chapter officer training: **75 points**

### **[Chapter Strategy | DECA Basic Training | DECA Inc. Advisor Resources](#)**

- Host a masterclass: **100 points**

### **[Building Connections for Your DECA Chapter | DECA Inc. Advisor Resources](#)**

- Host a community social event: **150 points**

### **[Connecting with Local Business Partners | DECA Basic Training | DECA Inc. Advisor Resources](#)**

- Host a chapter competition: **75 points**
- Design & Create Chapter Merchandise: **75 points**
- Host a competition bootcamp: **75 points**
- Host a State Action Team Member: **100 points**

### **[Virginia DECA State Action Team](#)**

- Have a chapter member earn a spotlight: **50 points**
- Create a mentorship program inside your chapter: **75 points**

### **[We're Better Together: Building a Community in Your Chapter | DECA Direct Online](#)**

- Have a chapter meeting: **75 points**

### **[Chapter Meetings | DECA Inc. Advisor Resources](#)**

### **[DECA Chapter Strategy Guide | DECA Inc. Advisor Resources](#)**

- Participate in CTE Month: **50 points**
- Participate in Social Media Month: **50 points**
- Host a combined service event with another chapter: **150 points**

### **[DECA in the Community | DECA Inc. Advisor Resources](#)**

- Host a Corporate Roundtable: **100 points**
- Develop an internship pipeline program: **75 points**