

Virginia DECA recognizes VA DECA our chapters through our awards program. Below you will find a summary of all awards offered at the state level.

CHAPTER RECOGNITION

Since membership in our organization is a vital link to our success, we will acknowledge chapters for the strength of their chapter size. The following awards will be presented at SLC in March. Chapters will receive a plaque on stage as well as priority seating.

- Largest Chapter from each region.
- Largest % increase from each region.
- Largest # increase from each region.

MEMBERSHIP RECOGNITION

All chapters surpassing last year's membership goals will receive the following recognition:

[Membership Goals can be found here.](#)

LEVEL	QUALIFICATIONS	REWARD
STAR	Increase membership by 5 members.	Ribbon at SLC
SUPER STAR	Increase membership by 10 members.	Ribbons at SLC Star swag
PLATINUM	Increase membership by 15 members.	Ribbons at SLC Star swag Surprise DECA swag
DIAMOND	Platinum level + meet two areas of DECA's Membership Campaign	Ribbons at SLC Star Swag Surprise DECA swag Priority Seating
Seating at SLC is assigned in the following order:	• Membership Award Winners • Diamond Chapters • By Submission date of at least 10 Members + Advisors	

VA DECA DAY RECOGNITION - Due December 4, 2026.

Virginia DECA Day celebrates our tradition of excellence in helping Marketing students learn marketable skills and research careers. November 13th has been designated as Virginia DECA Day. See the following page for suggested activities for your celebrations. When submitting your form please include "action photos," and we may publish them in a newsletter, place them on our Web page, or use them for SLC! All participating chapters will be recognized. Make VA DECA Day a true celebration of DECA pride at your school. Start planning your public relations work now!

Submit your entries here: <https://bit.ly/VADECADay>

SAMPLE NEWSPAPER RELEASE

Please tailor this release to your local chapter. Add specifics about students involved, DECA activities for the community, etc.

Wednesday, November 12th is VIRGINIA DECA DAY. Virginia DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management. As part of a comprehensive Marketing program, DECA helps students research potential careers in marketing and management, as well as understand the education and training requirements to pursue business careers.

(This is a good place to add local information.)

Students in Marketing courses learn skills in selling, human resource management, administration, career planning, job acquisition, buying, promotion, marketing principles, and economics. Many students also work in marketing-related fields and receive on-the-job training. DECA is a co-curricular student organization that exposes its members to leadership training and a competitive events program to evaluate marketing skills and knowledge. Virginia DECA has a ____ year (since 1943) tradition as part of a strong marketing curriculum in high schools throughout Virginia

EXAMPLES OF VA DECA DAY ACTIVITIES

- Hall display featuring "Happy Virginia DECA Day" message
- Give teachers a DECA Diamond button or sticker to wear for the day
- Each member creates a DECA button and wore it to promote DECA.
- Give goodie bag or sweet treat to faculty & staff
- Host a carnival or fun event featuring games, Wheel of DECA, etc.
- Information sheets in teacher mailboxes.
- Fly or display the DECA flag in a prominent location.
- Members dress in profession business attire.
- Trivia contests for DECA members or whole school.
- VA DECA scavenger hunt in marketing classes
- DECA Diamond Hunt – hide paper diamonds around the building, invite all students or just DECA members.
- Rent a cotton candy machine to promote how "sweet" it is to be a VA DECA member.
- School wide video or audio announcements with DECA facts/details of VA DECA Day.
- Provide posters or signs to local businesses to promote VA DECA Day.
- Kick off a food donation drive.
- Chapter officers place lollipop bouquets under lunch seats and then announce during lunch that the special treat is from DECA.
- Conduct a "miracle minute" for a charity.
- Hold a reception for faculty and staff
- DECA-rate the Marketing hallway as a celebration.
- Give a DECA presentation at the Middle School 8th graders.
- Members T-Shirt day wearing their chapter shirt.
- Hold an ice cream social or pizza party during lunches or after school.

VA DECA HONOR SOCIETY - Due December 4, 2026

The Virginia DECA Honor Society was developed to recognize outstanding, active DECA members who have maintained a cumulative grade point average of at least 3.2 on a 4.0 scale and who have excelled in their work and in their marketing classes. The award is designed to acknowledge academic achievement and DECA involvement. Only a select few will achieve this distinction. A student may apply in both the junior and senior year for this award. Refer to the guidelines below to clarify who in your chapter may qualify. There is no limit to the number of members who can be nominated from your chapter for this award. Students do not have to attend SLC to participate. Students will be given an Honor Society ribbon to wear on the SLC name badge.

GUIDELINES:

- The applicant must be a junior or senior who is enrolled in a marketing course.
- The applicant must have maintained a cumulative grade point average of at least 3.2, as verified with an official transcript from the school's guidance department.
 - The transcript must be from the conclusion of the previous school year.
- An online application must be completed indicating a minimum of eight of the listed DECA activities and include an uploaded file containing a transcript.
- Advisors will receive a list of students who submitted for the VA DECA Honor Society after the deadline.
 - Advisors will be given instructions on how to verify each student's submission.
- Applicants do not have to attend the State Leadership Conference to qualify for acceptance into the society.

VA DECA Honor Society Application: <https://bit.ly/VADECAHonorSociety>

VA DECA MERIT SOCIETY - Due December 4, 2026

Virginia DECA is comprised of many outstanding members who deserve recognition. The Merit Award recognizes outstanding participation and leadership in Virginia DECA. A student may apply in sophomore, junior, and senior year for this award. Refer to the guidelines below to clarify who in your chapter may qualify. There is no limit to the number of members who can be nominated from your chapter for this award. Students do not have to attend SLC to participate. Students will be given an Merit Award ribbon to wear on the SLC name badge.

GUIDELINES:

- The applicant must have completed at least two years of marketing or be a graduating senior in marketing.
- An online application must be completed indicating a minimum of four DECA activities and giving a detailed description of the participation. See the application for DECA activities.
- The student must prepare a 300-500 word, typed essay on the topic given on the online application.
- Advisors will receive a list of students who submitted for the VA DECA Merit Award after the deadline.
 - Advisors will be given instructions on how to verify each student's submission.
 - Applicants do not have to attend the State Leadership Conference to qualify for acceptance into the society.

VA DECA Merit Society Application: <https://bit.ly/VADECAMerit26>

OUTSTANDING ADVISOR AWARD - Due January 20, 2027

Virginia DECA Outstanding Advisor Award

Virginia DECA honors advisors who demonstrate active leadership, dedicated service, and strong integration of DECA within their local chapters and marketing programs.

Award Levels & Eligibility Requirements

Awards are presented at three levels based on participation across all activity categories:

- Gold Level: Participate in at least 3 activities in each category.
- Silver Level: Participate in at least 2 activities in each category.
- Bronze Level: Participate in at least 1 activity in each category.

Activity Categories

- Local & District Level: Chapter leadership, community involvement, and district events.
- State Level: Participation and engagement in state-wide Virginia DECA initiatives.
- Classroom Integration: Embedding DECA learning, projects, and activities into the curriculum.
- Professional Development: Continuous learning, conferences, and advisor training.

Outstanding Advisor Submission: <https://bit.ly/advisor2627>

Advisor Recognition Updates

- Announcement & Recognition: Advisor recognition will be highlighted via stage announcements rather than an on-stage presentation.
- Award Pick-up: Awards will be included and available inside your chapter's registration packet.

FRIEND OF DECA AWARD - Due January 20, 2027

The Friends of DECA Award recognizes an individual or business that has demonstrated outstanding support for DECA and Marketing Education at the local level.

Nomination Guidelines:

- Each chapter may nominate ONE individual or business per year.
- It is highly recommended that nominees hold a Professional or Alumni DECA membership.
- Note: Attendance at the state/district conference is not required to receive this award.

Eligibility & Contributions

Nominees should have made significant contributions to the local chapter through actions such as:

- Leadership Support: Consistently participating in the local Program of Leadership.
- Event Coordination & Judging: Providing ongoing assistance with competitive events as a judge, event coordinator, or practice session consultant.
- Student Mentorship: Assisting students with chapter projects or classroom activities throughout the year.
- Volunteer Service: Donating significant time and effort to support chapter activities.
- Financial Support: Providing financial contributions or sponsorships to the local chapter.

Submit a Nomination: <https://bit.ly/VAFriendofDECA>