



VIRGINIA

**DECA**™

**PROGRAM OF  
LEADERSHIP  
GUIDEBOOK**

# PROGRAM OF LEADERSHIP BRIEFING

vadeca.org

CELEBRATE #DECAMONTH IN NOVEMBER

## CONNECT

Have **30% of Virginia DECA chapters** participate in connecting initiatives to increase the development of chapter connections by January 26<sup>th</sup>, 2026.

**1,000**



**1**



**1**

EARNED POINTS FOR TOTAL TASKS COMPLETION

ADVISOR LETTER OF APPROVAL

SUBMISSION OF THE BLAST OFF CAMPAIGN

DEADLINE 1.26.26

Work on the **Blast Off Campaign** Initiatives during the first semester of school to submit to Virginia DECA by the above deadline.

## COMPETITION

Engage **25% of Virginia DECA** in a competition preparation initiative by January 26<sup>th</sup>, 2026.

**3**



**30%**



**1**

COMPETITION WORKSHOP HOSTED

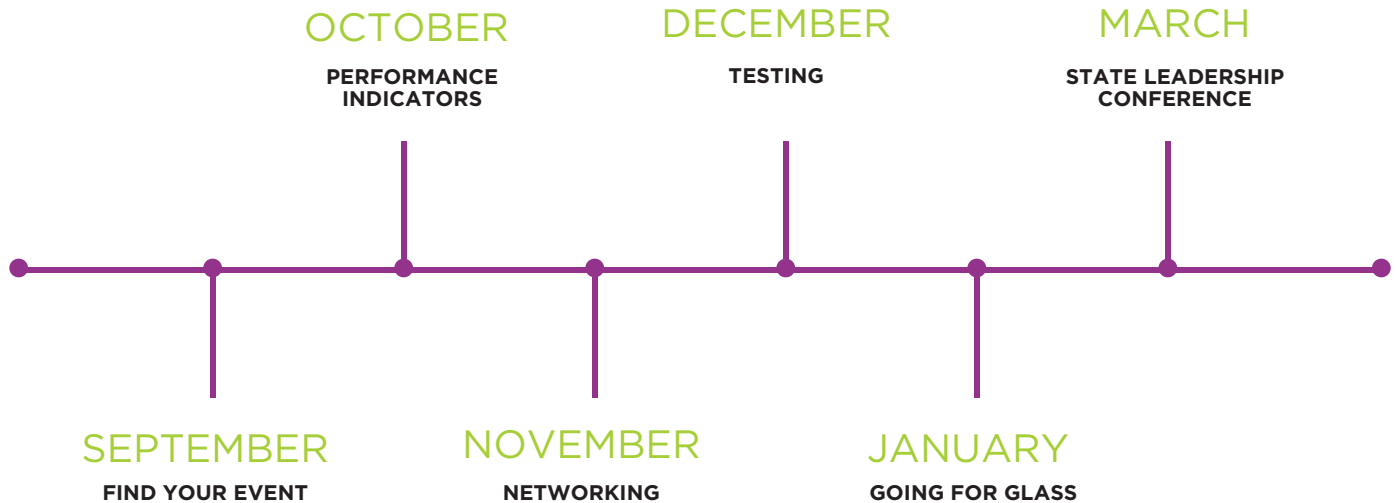
OR MORE PARTICIPATION OF YOUR DECA MEMBERS

SUBMISSION OF THE SHOOT FOR THE MOON CAMPAIGN

DEADLINE 1.26.26

Work on the **Shoot For the Moon** Competition Initiatives during the first semester of school to submit to Virginia DECA by the above deadline.

[bit.ly/DECAMoon](https://bit.ly/DECAMoon)



## SERVE

Increase the number of chapter submissions to Virginia DECA regarding their **community service projects by 10%** at the date of January 26<sup>th</sup>, 2026.

**75**

OR

**75**



**1**

RAISED DOLLARS FOR AN ORGANIZATION

DONATED HOURS FOR AN ORGANIZATION

SUBMISSION OF SERVE THROUGH 75

DEADLINE 1.26.26

Work on the **Serve Through 75** Initiatives during the first semester of school to submit to Virginia DECA.

[bit.ly/Serve75](https://bit.ly/Serve75)



# PROGRAM OF LEADERSHIP OVERVIEW

## **CONNECT - BLAST OFF**

Virginia DECA's Connect initiative is your chapter's opportunity to blast off into a new year of growth through community, career, and competitive involvement. By participating in various events and activities, chapters earn points toward a 1000 point benchmark for state recognition, with the top performing school in each region being honored at the State Leadership Conference. To receive credit, each completed task must be submitted through the official Connect Form and include the event date, a brief description, a photo, and advisor endorsement. Through Connect, members will strengthen their chapters while building meaningful connections and leadership experience along the way.

## **SERVE - REACH FOR THE STARS**

As Virginia DECA members, we should always be on the lookout to see how we can serve our local communities. By reaching for the stars and taking community service initiatives, Virginia DECA chapters can submit a Serve Through 75 Initiative form, being recognized for community service efforts at a state level. This way, Virginia DECA members can truly measure their impact and sport a fashionable token. Form submissions for Serve Through 75 can be found on the Virginia DECA website and must be submitted by January 26, 2026.

## **COMPETITION - SHOOT FOR THE MOON**

All champions are built on practice! The Shoot for the Moon initiative provides resources and a timeline for the District and State Leadership Conference. Through completing monthly challenges, members will find their strongest event, learn performance indicators, practice networking skills, and ace their test. Each challenge you tackle will build your competition confidence. The region with the highest amount of submissions will receive an exclusive ribbon on their name tags at the State Leadership Conference - distinguishing them as committed competitors.

## REQUIREMENTS

1,000



1



1

EARNED POINTS  
FOR TOTAL TASKS  
COMPLETION

ADVISOR  
LETTER OF  
APPROVAL

SUBMISSION OF  
THE BLAST OFF  
CAMPAIGN

DEADLINE 1.26.26

Work on the **Blast Off**  
Campaign Initiatives  
during the first semester  
of school to submit to  
Virginia DECA.

<https://bit.ly/DECABLAST>

## WHAT IS BLAST OFF?

**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.

## HOW TO SUBMIT

Task Completion:

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

1. Date
2. Picture
3. Brief Description of Event
  - a. Two-three sentences is sufficient
4. Letter of Advisor Endorsement

Importantly, your chapter must submit a completed form of the Blast Off Campaign found on the Virginia DECA website to certify the completion of this POL goal. **This will contribute to earned shares for the Annual Report.** Submit your campaign [here!](#)

## HOW POINTS ARE AWARDED

- Initiative must be submitted in the Virginia DECA Form found on VA DECA website
- Responses to how many Blast Off points were earned will be recorded for SLC regarding awards and analyzed by Virginia DECA!
- Only one event per task counts towards the total score
- Click here to find the submission form for Blast Off!
- Submission due on January 26<sup>th</sup>, 2026.

## RECOGNITION

- Chapters who complete the Blast Off! initiative will earn a special ribbon at SLC
- The Top-performing Chapter in each region will earn special recognition at the State Leadership Conference

## POINTS SYSTEM

Participation in Shoot for the Moon: 250 points

Participation in Serve Through 75: 250 points

**By participating in other initiatives, your chapter is halfway through completing Blast OFF!**

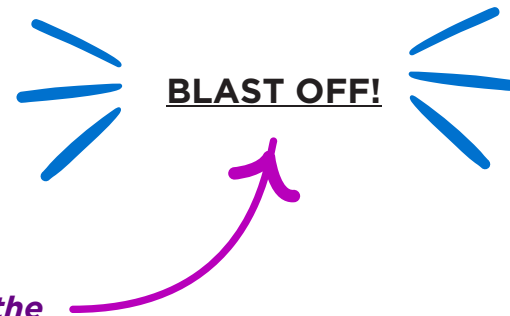
Service Project: 150 points

Hosting a State Action Team Member: 100 points

Community Event: 100 points

Chapter Meeting: 75 Points

Attending a DECA Inc. Event: 50 points



*Click here to find the complete task list*

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## ALUMNI & GUEST SPEAKER DATABASE

### WAYS TO HELP YOUR CHAPTER

- This alumni database will help *your* chapter find keynote speakers
- Contact current database members to come visit your school
- Sign up for our alumni and professional development database

### VIRGINIA DECA STATE OFFICERS

- Virginia DECA State Officers can also visit your chapter!
- Our emails are as follows:

- |                                  |                        |
|----------------------------------|------------------------|
| ◦ president@vadeca.org           | ◦ region1vp@vadeca.org |
| ◦ vpleadership@vadeca.org        | ◦ region2vp@vadeca.org |
| ◦ vpcareerdevelopment@vadeca.org | ◦ region3vp@vadeca.org |
| ◦ vpmarketing@vadeca.org         | ◦ region4vp@vadeca.org |
| ◦ vphospitality@vadeca.org       | ◦ region5vp@vadeca.org |



*Sign up for our alumni database!*

## REQUIREMENTS



## DEADLINE 1.26.26

Work on the **Serve Through 75** Competition Initiatives during the first semester of school to submit to Virginia DECA.

<https://bit.ly/Serve75>

## COMMUNITY SERVICE

- Exemplifies leadership roles and qualities
- Can be through raising money or donating time
- Utilize project management skills to effectively run projects
- Community service logging shows Virginia DECA the hard work put into your community
- Think ways to give back to your community
- **Serve Through 75** is implemented in order for Virginia DECA to track and ensure that each chapter is participating in community service

## RESOURCES

- Rule of 75 has now been rebranded to **Serve Through 75** will the addition of key resources
- Attached **here** is a list of **75 example organizations** to volunteer for, sorted by region
- Serve Through 75 follows similar standards to Rule of 75 from previous years, where you can do the minimum 75 dollars or donate hours, but you can also donate 150 dollars or hours or 225 dollars or hours to achieve silver and gold recognition at SLC respectively.
- All of these Virginia DECA approved resources can also be found on the Virginia DECA website under “POL” → and then “Serve Through 75 Initiatives”
- The Serve Through 75 form submission details will also be listed on the website and in this Program of Leadership guidebook



NEED MORE RESOURCES?

Visit [www.ctsos.org](http://www.ctsos.org) for more resources to help in your advocacy and outreach activities.

## ACTION PLAN

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### FIND AN ORGANIZATION

- On Virginia DECA's website, go to the Serve Through 75 example organization list
- Find an organization in your region
- Reach out to the organization letting them know you plan to fundraise or volunteer
- Ensure that you have a viable way to track donated hours or raised money through this organization.

### ORGANIZE A TEAM

- DECA thrives on leadership abilities within its members
- Within your chapter, find individuals (preferably a chapter officer team) to form a team that will lead or host this community service project
- Create a sign-up sheet for chapter members to volunteer

### RECORD YOUR ACTIVITIES

- Create a google spreadsheet, tracking signed verification of the organization's head for volunteering
- Submit pdf of data and photo of chapter at organization

### SPREAD THE MESSAGE

- Reach out to local chapters to encourage them to collaborate with your chapter
- Remember, you want your region to have the most hours for a tradeable pin at ICDC!

### SUBMIT TO VIRGINIA DECA

- Click [here](#) to find the submission form (also accessible on Virginia DECA's website)

### FAQs

#### Where can I find organizations to volunteer for?

Check out Virginia DECA's website as there are 75 example organizations sorted by region in order to make the process of finding a place to do community service much easier! Feel free to check it out.

#### When do the activities have to be completed by?

Complete all of the required activities for Serve Through 75 by January 26<sup>th</sup>, 2026.

#### How does Serve Through 75 affect interpersonal region relationships?

Working together as a region, each region will be striving to serve the most volunteer hours and raised money, which will be recognized at SLC for which region best exemplified Serve Through 75.

#### Where can I submit my chapter's Serve Through 75?

Serve Through 75 submission form <https://bit.ly/Serve75>

## DEADLINE

January 26<sup>th</sup>, 2026

### ❏ QUESTIONS?

Check out Virginia DECA's website and email your state officers!

## REQUIREMENTS

3



30%



1

COMPETITION  
WORKSHOP HOSTED

OR MORE PARTICIPATION  
OF YOUR DECA MEMBERS IN THE  
SHOOT THE MOON INITIATIVE

SUBMISSION OF THE  
SHOOT FOR THE  
MOON CAMPAIGN

DEADLINE 1.26.26

Work on the **Shoot For the Moon** Competition Initiatives during the first semester of school to submit to Virginia DECA

<https://bit.ly/DECAMoon>

## SHOOT FOR THE MOON INITIATIVE

The Shoot for the Moon initiative provides resources and a timeline for the District and State Leadership Conference. Through completing monthly challenges, members will find their strongest event, learn performance indicators, practice networking skills, and ace their test. Each challenge you tackle will build your competition confidence. The region with the highest amount of submissions will receive an exclusive ribbon on their name tags at the State Leadership Conference - distinguishing them as committed competitors.

### SEPTEMBER - FIND YOUR EVENT

It's time to fuel your journey to competition success! Whether you're a first time competitor or looking to shake things up, September is the time to find the event for you. DECA+ offers incredible resources to explore the competition field and ignite your path to DECA glass. September's challenges will put you on the right track to go the extra!

- Take DECA quiz (DECA+)
- Share on social media (@virginiaDECA)
- Fill out form (record progress end of every month)

### OCTOBER - PERFORMANCE INDICATORS

Blast off successfully by crushing our district test! Locking in on performance indicators now will ensure you ace the test and create a strong foundation for a successful roleplay.

- participate with @VirginiaDECA on social media for weekly competition clusters
- Fill out form (record progress)
- Submit a picture of your chapter's competition orientation meeting

## NOVEMBER - NETWORKING

Partner with a business professional to propel your mission! By fine tuning your networking skills, you can join forces with the perfect professional for your written event.

- Written events: research local business for Operations Research and Entrepreneurship Event Cluster (DECA+)
- Interact on social media (@VirginiaDECA)
- Fill out form (record progress)

## DECEMBER - TESTING

The best competitors see district mistakes as opportunities to propel themselves toward that glass! There is a lot to gain from reviewing your competition transcript and finding places for improvement. Utilize December's challenges to practice your testing skills and get an edge ahead of your competition.

- Interact with @VirginiaDECA for test revision
- Fill out form (record progress)

## JANUARY - GOING FOR GLASS

Get aggressive by practicing for your competition with a team. Organize competition practice with parents, advisors, business professionals, and judges to gain invaluable feedback.

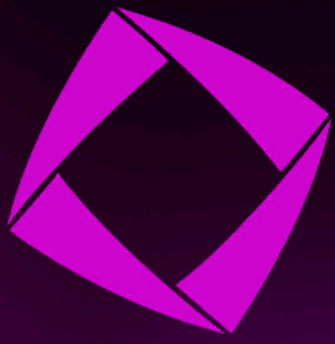
- Submit a photo of you doing a mock competition with your parents or at your chapter's workshop
- Interact with @VirginiaDECA on social media
- Submit your **Shoot for the Moon** form [here](#)
- The region with the most interaction get awarded a ribbon at states

## RESOURCES

1. DECA+ Website
2. Virginia DECA website
3. Advisors
4. DECA state officers
  - a. email us at our "exampleposition@vadeca.org"
  - i. "vpreregion2@vadeca.org"

<https://bit.ly/DECAMoon>





VIRGINIA

**DECCA**™