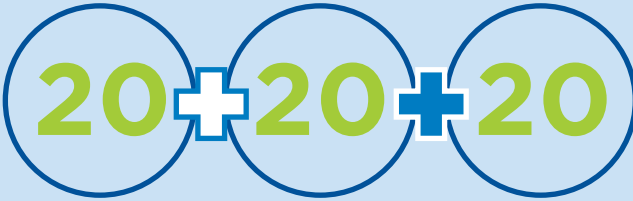


SUMMIT | RECRUIT



MORE STUDENTS THAN LAST YEAR

ALUMNI

PARTNERS + PROFESSIONALS

REWARDS



SPECIAL PLAQUE



FREE CURRICULUM



ADVISOR SHIRT



COMPLIMENTARY BLAZER PATCH EXCHANGE*



VIP SEATS AT ICDC 2012



CHAPTER PROFILED ON DECA.ORG

PEAK | RECRUIT



MORE STUDENTS THAN LAST YEAR

ALUMNI

PARTNERS + PROFESSIONALS

REWARDS



SPECIAL CERTIFICATE



FREE CURRICULUM



ADVISOR SHIRT



COMPLIMENTARY BLAZER PATCH EXCHANGE*



CHAPTER PROFILED ON DECA.ORG

PINNACLE | RECRUIT



MORE STUDENTS THAN LAST YEAR

ALUMNI

PARTNERS + PROFESSIONALS

REWARDS



SPECIAL CERTIFICATE



ADVISOR SHIRT



COMPLIMENTARY BLAZER PATCH EXCHANGE*



FREE CURRICULUM

DEADLINE FOR RECOGNITION:

December 1, 2011

NO REPORTING NECESSARY! JUST ENTER YOUR MEMBERS.

If 20 more students than last year cannot be achieved, the chapter may substitute them with additional alumni or professional members.

Reward items shown are for pictorial purposes. Actual items may vary. Complimentary blazer patch exchange for all your chapter's patches.



FOR DETAILS AND RESOURCES, VISIT

<http://www.deca.org/events/membershipcampaign>

COOL IDEAS FOR MEMBERSHIP RECRUITMENT

- Participate in events – such as conferences, social activities, etc. – early so that members have a good experience and share it through word-of-mouth with potential members.
- Have a contest to see which class can recruit the most alumni, business partners and parents to join your DECA chapter.
- Become a marketer. Study your demographics, identify students that would be a good fit for your chapter. Send them “DECA Grams” or personal invitations to join this “elite” program.
- Ask your current DECA members to identify potential members (adopt-a-member campaign) and ask them to personally invite them to a DECA activity. Continue to involve them in chapter activities throughout the year.
- Have your really successful seniors talk to freshmen/sophomore/junior classes about why they enjoy your program, the benefits of participating in DECA, the thrill of competition, etc.
- Ask alumni to visit with potential students.
- Create a bulletin board to post in your high school to promote DECA. Display pictures, trophies, posters and upcoming conference locations.
- Leverage DECA's competitive events designed for ninth and tenth grade DECA members to bring enthusiasm to underclassmen.
- Continue to actively involve your counselor and administrator in your program so they can experience DECA first-hand and become a champion for your program. Give them their own DECA t-shirts!
- Recruit a fellow colleague who is teaching marketing, business, hospitality, finance and entrepreneurship courses to serve as an advisor and encourage those students to join DECA.
- Expand your focus. Students in marketing, business, hospitality, finance, management and entrepreneurship courses can get a lot out of DECA.
- Identify a school in your area that doesn't have a DECA chapter and reach out to them with a visit (including chapter officers) or phone call.

WHO IS AN ALUMNI MEMBER?

Alumni members are individuals who have graduated and wish to remain involved with the program by paying the appropriate DECA Inc. and state/provincial/territorial dues. Alumni members receive a pin and card, one-year subscription to *Dimensions* (if a current address is provided) and the value of supporting an organization that has impacted them and additional emerging leaders and entrepreneurs.

WHO IS A PROFESSIONAL MEMBER?

Professional members are individuals from the community (i.e., business leaders, judges, internship sponsors, counselors, parents, community leaders, administrators) who are active with the chapter. They must pay the appropriate DECA Inc. and state/provincial/territorial dues. Professional members receive a pin and card, one-year subscription to *Dimensions* (if a current address is provided) and the value of supporting an organization that prepares emerging leaders and entrepreneurs to be college and career ready.