

North Dakota



**DECA**

# Business Partnership Toolkit

Prepared for local chapters by the North Dakota Association Officer Team.  
2020-2021

This toolkit can be used by local chapters to create partnerships with businesses within their community.

This toolkit will include:

Section I: Types of businesses to form partnerships.

Section II: Proper etiquette while making an appointment and meeting with business professionals.

Section III: An example script of what to say while making an appointment and during a meeting.

Section IV: Thanking the business for their support.

## SECTION I: Types of businesses to form partnerships

A locally owned business is more likely to sponsor you than a large retail chain!!  
Think Local first!

Try to think of businesses that you can relate DECA to.

Use the 4 career clusters of DECA to locate businesses.  
(Marketing, Business Management and Administration, Hospitality, Finance)

Examples:

Your team of officers should be able to brainstorm a list of potential sponsors and business partners in your local community. Be sure to allow all members to give ideas and suggestions because they may have a contact in a business.

Keep in mind, parents, relatives, alumni of your chapter and businesses who support your community. Typically, small entrepreneurs are more apt to support you locally than large corporations. And the willingness for them to help is easier.

<b>Marketing</b>	<b>Business Management + Administration</b>	<b>Hospitality + Tourism</b>	<b>Finance</b>
Real Estate Agency	Auto Dealer	Hotels	Banks or Credit Unions
Agricultural Companies (Chemical / Seed Business, Grain Elevator)	Retail Store (Hardware, Furniture, Grocery)	Experience Based Business (Amusement Park, Museum)	Investment Agencies (Edward Jones, Raymond James)
Marketing / Ad Agency	Clothing Store	Restaurants	Accounting Firms

## **SECTION II: Proper Etiquette while making an appointment and meeting with business professionals**

When talking to a business, etiquette is extremely important. Especially if you're asking for a donation! Always be very respectful using proper manners. If you are disrespectful, there's a very small chance you'll get a donation. Be confident with your body language, and always introduce yourself and whoever you're with. Dress for the occasion depending on the business. If it's a small shop you can wear comfy clothes, but if it's a large professional company you should at least wear a business casual outfit. After you speak to them make sure to thank them for their time and follow up in a few days.

Don't be afraid to call ahead and make an appointment. Their time is valuable to them.

### **Professional Appearance:**

Dress professionally when you meet with a potential sponsor or business partner. Professional attire should include a DECA Blazer, dress pants or skirt, blouse, tie, dress shoes.

*Adhere to policies on COVID. Normally you would shake hands as you introduce yourself.*

### **SECTION III: An example script of what to say while making an appointment and during a meeting.**

#### **Sample Script:**

Substitute “My” or “I” with “Our” or “Us”. Remember it’s about the organization.

Hello, my name is \_\_\_\_\_ and I am a student at \_\_\_\_\_. I am a member of my school's DECA chapter. DECA is a school organization that prepares individuals for their future in multiple areas of business such as marketing, finance, hospitality, and management. We have three major areas of involvement, (1) leadership, (2) service learning and community service, and (3) preparing for the workforce through competition.

We develop leaders through projects, responsibility, conferences, teambuilding and networking. Every DECA chapter focuses on community service and how they can help others through a planned project. We also prepare for careers and compete in situational events at conferences across the country. Students can compete in more than 50 difference career competitions.

We are asking for a donation to make these conferences possible for more students to attend and benefit from. They are a very good experience for students. With your donation it would help us attend \_\_\_\_\_ (conference or event name). At this event we will be doing \_\_\_\_\_ and your donation will help make that easier. Anything helps, thank you for your time!

## SECTION IV: Thanking the business for their support:

Write a personal thank you to all businesses that sponsor your chapter. Even the smallest gesture can go a long way. You could include a picture of the students at the event as well.

You could include a few things you learned at the event or results of a competition.

Remember: MAKE IT PERSONAL, don't be generic

Example:

Thank you, ABC Plumbing for your donation to SRCTC-Oakes DECA chapter! We attended a leadership conference on August 1st in Fargo. We listened to speakers talk about their marketing experience and we had 3 members of our chapter place in a contest. THANK YOU for your support of DECA!

Signed by members or officers