

# DECA CHAPTER CAMPAIGNS

deca.org/campaigns

CELEBRATE #DECAMONTH IN  
NOVEMBER

## MEMBERSHIP

Guide your membership efforts by meeting these goals.

**20**

MORE STUDENTS  
THAN LAST YEAR

OR

**20**

ALUMNI

OR

**20**

PROFESSIONALS

## DEADLINE 12.1.23

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **one** of the categories (students, alumni or professionals) of the Membership Campaign and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **two** of the categories of the Membership Campaign and receive a pennant, plaque, flag and two allocations to attend the Thrive Academy at ICDC!

## PROMOTIONAL

Conduct these promotional activities from the beginning of your school year through DECA Month.

**3**

SCHOOL  
OUTREACH ACTIVITIES

+

**3**

SUCCESS STORIES  
OF ALUMNI

+

**3**

COMMUNITY  
OUTREACH ACTIVITIES

## DEADLINE 12.1.23

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **one** of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Ethical Leadership Campaign) and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting all the requirements in any **two** of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Ethical Leadership Campaign) and receive a pennant, plaque, flag and two allocations to attend the Thrive Academy at ICDC!

## COMMUNITY SERVICE

Conduct a community service activity from the beginning of your school year through DECA Month.

**1**

OR MORE COMMUNITY  
SERVICE ACTIVITIES

+

**75%**

OR MORE PARTICIPATION  
OF YOUR DECA MEMBERS

+

**1**

FORM OF PUBLICITY  
OR PROMOTION

## ETHICAL LEADERSHIP

Conduct these ethical leadership activities from the beginning of your school year through DECA Month.

**3**

ETHICAL LEADERSHIP  
CHALLENGE ENTRIES

+

**3**

ETHICAL LEADERSHIP SCHOOL  
OUTREACH ACTIVITIES

+

**3**

ETHICAL LEADERSHIP COMMUNITY  
OUTREACH ACTIVITIES

## ADVOCACY

Advocate during Career and Technical Education Month® in February.

**3**

SCHOOL  
OUTREACH ACTIVITIES

+

**3**

PUBLIC POLICY  
MAKERS OUTREACH

+

**3**

COMMUNITY  
OUTREACH ACTIVITIES

## DEADLINE 3.1.24

Meet the requirements in the Advocacy Campaign during February and receive a pennant, special plaque from DECA's Congressional Advisory Board and a letter of recognition sent to your school administrator and government officials.