

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 12.2.24

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 12.2.24

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

DEADLINE 3.3.25

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

ADVOCACY

Advocate during Career and Technical Education Month® in February.

3

SCHOOL
OUTREACH ACTIVITIES



3

PUBLIC POLICY
MAKERS OUTREACH



3

COMMUNITY
OUTREACH ACTIVITIES

Eligibility to attend ICDC is determined by the chartered associations, based on their policies. Chapters should consult with their association advisor for eligibility guidelines.