

IGNITE!

Your Chapter
Membership



2015-2016
Membership Drive
Planning Guide

Getting Started – Membership Drive

Recruiting community businesses and professionals to join DECA and support your chapter is a great way to increase your chapter's funding while establishing a presence within your community for your DECA Chapter. Develop an outline to get you started – this will give your plan a beginning and an end and will ensure that you have not forgotten any steps.

Step 1 – Committing & Assessing

- Commit to a membership campaign.
- Chapter assessment. What do we have? What do we need?
- Analyze past membership campaigns the chapter has held.

Step 2 – Setting Goals

- Set clear, attainable objectives.
- Decide what type of campaign you are going to run.
- Determine the duration.

Step 3- Budgeting

- Now that you know what you want to accomplish, how much money do you have to spend?
- Understand your chapter's finances.
- Designate funds for the campaign.

Step 4 – Creating the Plan

- Decide what needs to be done to achieve your goals, set dates and assign people to be responsible for various parts of the project.
- Affirm goals and begin implementing your plan.
- Identify where to find prospective members.
- Obtain contact information lists.
- Assign someone to write the prospect letters.
- Select the content of your membership packets.

Membership Recruitment Checklist

- ✚ Form a membership recruitment team.
- ✚ Create your prospect lists.
- ✚ Establish your chapter's goal.
- ✚ Review your resources.
- ✚ Decide the method of recruitment.
- ✚ Consider an incentive to join.
- ✚ Develop your message and establish your focus.
- ✚ Be clear on the reasons why people should join.
- ✚ Know the value of your chapter and DECA membership.
- ✚ Appeal to your prospective members as individuals. When possible, personalize mailings, etc.
- ✚ Keep your promotional pieces simple and straightforward.
- ✚ Welcome new members as soon as possible.
- ✚ Maintain accurate records.
- ✚ Invite new members to their first chapter meeting.
- ✚ Make members feel connected to the chapter.
- ✚ Develop interesting programs.
- ✚ Get members involved quickly.

Alumni and Professional Memberships

Your chapter can have two additional levels of membership for those wanting to continue their support of DECA after high school and/or college. DECA encourages and needs the support of leaders in industry. The two levels of membership are Alumni and Professional Membership for those who have graduated.

Alumni Members: Graduates of a high school or Collegiate DECA program are eligible for alumni membership. Alumni members must pay dues as established by Missouri DECA. Your chapter may add an additional chapter membership fee to the \$10.00 fee charged by National and Missouri DECA. Alumni members are ineligible to serve as voting delegates or hold offices.

Professional Members: Professional membership may be extended to persons associated with or participating in the professional development of DECA. Such members may include advisory committee members, professionals in the field of business, marketing, finance and others willing to contribute to the growth and development of DECA members who will be the future leaders in business and industry. Professional members must pay dues established by Missouri DECA. Your chapter may add an additional chapter membership fee to the \$10.00 fee charged by National and Missouri DECA. Professional members are ineligible to serve as voting delegates or hold offices.

Opportunities to Support:

Missouri DECA is always looking for alumni and professional members who are willing to support DECA. This can include serving as a judge, an event assistant, or as conference staff at your District Competition and our State Career Development Conference. Missouri DECA is also looking for support in terms of scholarships, exhibitors, and sponsoring an event at the State competition.

On a local level, alumni and professional members can support local chapters in assisting members to prepare for competition, serving as a guest speaker, and assisting with community service events.

Alumni & Professional Membership Benefits:

- ✚ Be a part of the development of the next generation of business and marketing leaders.
- ✚ Support a system of learning which is project-based and covers 21st Century real world skills.
- ✚ Encourage students in your community to develop leadership and career path proficiency.
- ✚ Involve yourself in community outreach projects and other local DECA Chapter events which benefit your school system and entire community.
- ✚ Keep informed about DECA, Inc. information by receiving four issues of DECA Direct magazine.
- ✚ Receive a membership pin and card to show your support of DECA, Missouri DECA and your local chapter.

IGNITE YOUR

CHAPTER MEMBERSHIP!

GOAL CHART:

2015-2016

Last Year's Student Membership: _____

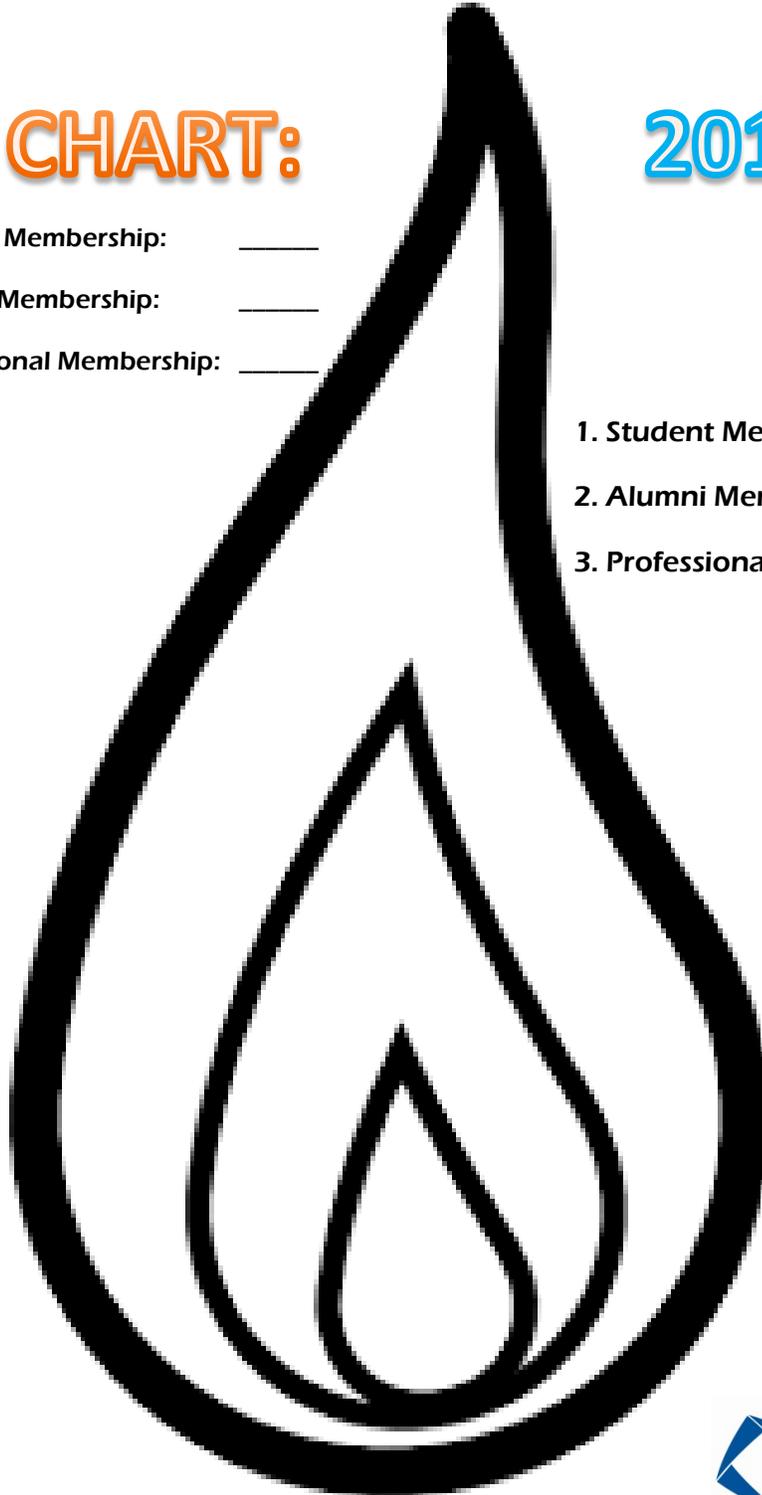
Last Year's Alumni Membership: _____

Last Year's Professional Membership: _____

1. Student Membership Goal: _____

2. Alumni Membership Goal: _____

3. Professional Membership Goal: _____



FACTS and Talking Points to 'SELL' the Membership Appeal of DECA

DECA is the national organization for students studying marketing, management and entrepreneurship in secondary schools. It also services their teachers as chapter advisors. It is what is known as a Career and Technical Student Organization (CTSO), connecting classrooms to careers. DECA is endorsed by the U.S. Department of Education and is chartered through state departments of education. It is a nonprofit organization.

The total package of marketing and business education includes

- ✚ The marketing/business curriculum (co-curricular programs from DECA including competitive events)
- ✚ On-the-job training (internship, co-op or the school store)
- ✚ DECA activities (career development conferences, leadership training, community service, business community connections)

DECA's primary function as a intra-curricular organization is to operate reality-based enrichment programs and projects that integrate with the marketing/business curriculum.

- **DECA activities are integrated into the leading textbooks** on entrepreneurship, management, marketing, school-based enterprises, and e-commerce.
- **Competitive Events develop and demonstrate skills through real-world projects and encounters.** In these events, students learn to conduct marketing research, devise promotion plans, start-up businesses, participate in Internet challenges and simulations, and encounter realistic workplace challenges. They interact with business community members to learn and to practice their skills.
- The **performance indicators** that members demonstrate during competition are industry-validated and in line with the National Marketing Education Curriculum Standards and the Career Clusters Initiative. They are the building blocks of the marketing/business curriculum.
- **Business partners** associated with DECA nationally and locally **provide a reality check** on both the marketing/business curriculum and on the projects of the DECA members. They also supply **employment opportunities**.
- The experience-based activities of DECA require the **practical use of both basic and higher academic skills:** writing, math, economics, social science, communication, presentation, hypothesis generation, research, data analysis, etc.
- The marketing/business classroom enriched by DECA allows the teacher to develop in students such **desirable business traits** as:
 - ✓ leadership
 - ✓ problem-solving
 - ✓ teamwork and
 - ✓ social responsibility

These traits are required for success in a marketing/business career. Without DECA, teachers can rarely reach this level of teaching. These personal skills stem from both work on competitive events and the organizational functions of the DECA chapter.

- DECA activities **recognize and reward members** for achievements, primarily with:
 - **Competitive Events recognition** (trophies, cash awards, certificates, publicity) **scholarships** (\$300,000 total)
 - and portfolios of **project achievements and certifications** to carry with them to future education or employment.
- DECA provides **support and a certification program for school-based business enterprises**. These businesses can range from a traditional school store to a credit union, snack bar or other creative business venture. (www.schoolbasedenterprises.org)

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