

Bringing the Party

Fun events and decorations can bring people into your SBE and encourage them to come back, take/post photos, and maybe even join DECA!

Events

#1 Farewell to Summer

Say goodbye to summer in late September, by offering discounts on your cold and iced items. You can give your customers a chance to savor the last bits of summer while making room for your new fall-themed products. Be sure to highlight your pumpkin spice items to get your customers excited about the new season.

Additionally, you can sell limited-time summer-themed items like popsicles. Adding mini umbrellas to all open drinks can also add a fun and playful touch to your menu and make your customers feel like they're still enjoying a summer vacation.

#2 Winter Holiday

Who doesn't love a nice warm cup of hot cocoa and a candy cane? Offer festive/winter items the week before school gets out for winter. If you've got an apparel line, consider giving a 5% off or more non-stackable coupon for sweaters, and sweats with every cup of cocoa. This not only encourages customers to purchase items from your apparel line but also adds a touch of holiday spirit.

You could also consider offering a special promotion for customers who purchase both a sweater and a pair of sweatpants, such as a discounted scarf to complete their winter wardrobe. Play holiday tunes to create a cozy and welcoming atmosphere.

#3 End-of-Year Blowout

Some items may have upcoming expirations, and won't last the summer. Make it an event, and tell everyone that everything must go, and end the last week of school with increasing discounts! 10 days left? 10% off! Last day? 75% off!

By turning it into an event, you create a sense of urgency and excitement, encouraging people to come and check out your sale. Don't forget to have fun with it! Play some music, decorate the space, and engage with your customers. With these tips, you'll have a successful end-of-school sale and clear out any soon-to-expire items in no time.



Bringing the Party (Continued)

Decorations

#1 Photo-Op Wall

A photo-op location works great for advertisement and bringing in customers. Cheap tablecloths available on Amazon and local craft or party stores can work as easy backgrounds. Kraft paper is great too, and many schools have lying around.

In addition to the background, it's important to think about the props and items you'll include in the photo-op area. Consider incorporating products or items that are unique to your store/school, as well as items that are popular and trendy.

Don't forget to promote your photo-op area on social media to attract customers and encourage them to share their photos on their own social media accounts. With a little creativity and effort, a photo-op location can be a fun and effective way to promote your SBE and engage with your customers.

#2 DECA Hardware

Having a dedicated space to showcase your DECA hardware can be a great way to not only show off your achievements but also to inspire and motivate your team. Whether it's displaying your hard-earned medals and trophies, or proudly hanging your chapter and conference t-shirts, having a designated area can help to create a sense of pride and unity among your members, as well as filling space.

Additionally, having your DECA hardware on display can be a great way to attract new members to your team. Those who are interested in joining will be able to see the successes that your team has achieved and may be inspired.

#3 Paint Job

A new paint job for your SBE can seem daunting, but if it's been 15+ years, it may be time. You can ask your district/advisor about the rules your district has regarding painting the school, and make a plan with your advisor. Don't be intimidated by the workload, and waiting for approval it may take, as the result will pay off. A long weekend or summer can be a great time to avoid crowds and you'll have the weather to leave windows open. If you get a no for painting the entire space, you can always ask about the rules on murals, so that you can still add some new vibes to your store!