

Chapter Toolkit



welcome

Your year is about to kick into HIGH GEAR with our new Washington DECA Chapter Toolkit! From membership recruitment ideas to chapter bonding events, this toolkit is going to be your guide as you jump into an EXTREME YEAR of growth, engagement, and connection within your Chapter.

Get ready, get set, it's time to maximize your momentum!



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a new year of



fun

energy

inspiration

community

deca family

perseverance

confidence

opportunity

momentum

CHAPTER MEETINGS

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CHAPTER MEETINGS

Chapter meetings are meant to educate, inspire, and be a safe place for members to feel valued, challenged, and have a sense of belonging among a group of like-minded individuals.

We encourage Chapter Officers to intentionally set goals and plan meeting activities and content based on the needs of the members they serve. In the next few pages, follow along with some ideas we have for chapter meetings!

Please keep in mind that while our intent is to provide innovative activities for your chapter to participate in, we value your health and safety. Not all activities are catered to in-person or virtual settings and it is the chapter's responsibility and discretion on whether to conduct an in-person activity. We challenge you to think creatively and outside of the box this year as you continue to adapt activities, provide resources to members, and above all else, remain safe and healthy!

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1

Meeting Essentials

Being prepared for your meeting is step one to an engaged chapter! Ensure each meeting has...

- Promotion leading up to your meeting
 - Have a grand chapter meeting planned? Post reminders on social media or create a GroupMe within your chapter to send reminders!
- Meeting agenda
- Visual
 - Slide decks are great additions.
- Music
 - Really want to set the energy for your meeting? Press play on your playlist and make sure to consistently add new songs! Don't forget to ensure your playlist is school appropriate.
- Materials
 - Doing an activity during your meeting? Be prepared and ensure you have all needed materials to avoid last minute changes!

Here's an overview of some of the activity topics your chapter can use this year!

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Check-out Questions

2.1 Mini Workshop Stations

Do you have a lot of content to cover in your next chapter meeting but are tired of the dreadful PowerPoint presentation? We recommend breaking your content into independent, digestible segments for your members to fully engage and understand. Mini Workshop Stations are a great way to piece together several different topics. Some ideas for your next Mini Workshop Station activity may include...

- Competition At-a-Glance | Provide a station where students can learn about different competitive events.
- Tips for DECA Testing | Have successful DECA members talk about how they study for their DECA exams.
- Dress for Success | Present on appropriate clothes to wear to DECA competition and conferences.
- Alumni | Invite alumni to your chapter and ask them to talk their DECA experience.
- Local Business Professionals | Invite small business owners in the area to talk about their experience running a local business.
- School-based Enterprise | Invite representatives from your SBE and have them propose a new idea , product, service, for feedback from the chapter.

2.2 All About Fun

Here are some classic ideas for chapter fun! Keep in mind some activities are for when your school allows in-person activities.

- Make a chant every time a sports team scores and hopefully students will follow the chant during your games.
- Make t-shirts for spirit days or DECA gear.
- Have a chapter t-shirt designing competition.
- Host a minute-to-win-it tournament.
- Divide your chapter into groups to design posters.
- Bring in unfrosted/undecorated cupcakes and have members decorate cupcakes based on a theme (i.e., DECA, your school, Halloween, homecoming, etc.) Provide a prize for the best decorated, or have multiple prizes for other categories (i.e., "Best Addition of Sprinkles to their Design," "Worst Decorated").
- Host a Family Feud style event.
- Decorate members' lockers and the student store doors during special events.
- Create a chapter banner that includes photos of your chapter members.
- Water balloon toss.

2.3 Community Service Inspired

Excited for a new year of community service chapter projects? Here are a few ideas to get ideas flowing!

- Host a clothing, food, or coin drive.
- Operation Gratitude | Have each member of your chapter write a letter to someone in the military.
- Host a charity walk to raise money for local nonprofits.
- Have your chapter volunteer to do a park clean up.
- Adopt-a-Highway.
- Design a community mural.
- Volunteer at your local animal shelter, food bank, or library.
- Rake leaves or mow lawns for those in your community.
- Collect items for kits, such as first-aid or survival kits to donate.
- Host a teacher appreciation breakfast.

2.4 Competition Starts Here

Use these ideas for presentation topics, mini workshop stations, competition conversations, etc.

- Role-play prep
- Written paper prep
- Virtual Business Challenge instructions/tips
- Testing advice
- Go through DECA Direct competition articles and create a
- Take the [DECA Styles](#) quiz to discover what competitive event matches your leadership and work ethic style.

2.5 Bring in the Experts

DECA chapters exist because of the influential, inspirational, encouraging members who have become alumnus, local business workers, and mentors. Consider planning a chapter activity with a business "expert" from your own community!

- Bring local businesses to your chapter to present about their experience running a business.
- Generally, DECA alumni make their way back home around the holidays. Plan a chapter meeting and invite them to reconnect and have fun! These alumni can also provide expertise to new members.
- Find alumni or community business individuals to act as mentors for chapter members as competition begins.
- Partner with a small business and provide the opportunity for select members to participate in a "Day in the Life of a Professional." Arrange for the selected DECA members to tour the business professional's workplace, learn about current projects their company is working on, and have students participate in a small activity with the business professionals.
- Contact your local Chamber of Commerce, City Hall, or local business for any projects or ideas chapter members can get involved with.

2.6 The Internet

Don't forget about the several ways in which the internet and social media can aid with chapter activities!

- Scavenger hunt | During a chapter meeting, host a scavenger hunt where members solve riddles that are connected to your chapter's social media posts. (This is a great event to do if your chapter has recently posted about important events, dates, reminders, competition tips, etc.) Change your existing posts' captions by putting clues in the caption and have members solve the secret message to win a prize.
- Host a different scavenger hunt activity that utilizes photo taking or submitting photos found online.
- Create a chapter Spotify playlist to play during competitive event study time, chapter meetings, events, etc.
- Kahoot ideas
 - Get to know our chapter's members or officers
 - DECA test questions
 - General marketing questions
 - Business cycle questions
 - Questions from each career cluster
 - Kahoot Prizes: Pie your advisor/officer, DECA pins, DECA merch
- Create a Bitmoji scene for your chapter meeting, classroom, student store, or other! Or host a Bitmoji scene competition!
- Complete an online escape room
- Create your own DECA chapter/student store promo video

2.7 Other Ideas

Here are a few additional chapter activities to consider as you bring your chapter to new levels of EXTREME!

- New Member Orientation and bonding (after your chapter's registration deadline).
- Host a parent's night so that parents can get involved with your chapter.
- Give your members an open house style Q & A where they can ask Chapter Officers questions about how DECA works and different DECA events.
- Host an end of the year banquet to celebrate all your members successes.

3 Check-out Questions

Check-out questions can be great resources to gain information, data, collective thoughts, ideas, and more. At the end of your meetings, ask members to take out a small piece of paper and answer a short prompt on the whiteboard. This is a great opportunity to have members ask questions which can be followed-up with and answered via your chapter's IG story! Likely, someone had the same question as them.

- What's something new you learned today?
- Tell us how you're feeling after today's meeting.
 - 5=confident ; 1=unprepared
 - 5=felt a bond and am excited to come back ; 1=this probably isn't for me
- What are you hoping we expand on next meeting that wasn't cover this meeting?
- Have a question but didn't get a chance to ask? Ask now and we'll do our best to post our answers via our chapter's IG story this week.
- What's something from today that makes you excited for the next meeting?
- What inspired you during today's meeting?
- Nominate someone from today's chapter to _____.
- What resources on "Learn DECA" did you find most "useful"? (Replace the text in the " " based on an activity the chapter completed.
- Ask a question that generates interest or obtains information for next week's meeting. Example: Next week, we're decorating pumpkins to donate to our local hospital. What items are a MUST have for pumpkin decorating? By having members answer, your Officer team now has a list of supplies to buy.

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From now until November 15, increasing your chapter membership is a high priority! We've put together a list of several activities to help your chapter grow.



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Recruitment via Social Media

Social media may be one of your strongest assets when it comes to recruiting new members!

- Influencers | Does your school have key influencers on social media? If so, collaborate with them and reach their networks and followings! Extend an invitation to your chapter events or meetings and entice them to post afterwards! Some ideas for their content may include a photoshoot of your newest DECA gear for sale, SBE items releasing soon, or a promotion of your next recruitment event.
- Personal Invites | Know of some members who have been thinking about joining DECA? Or have you seen potential members at past meetings/recruitment booths? Reach out and build relationships! Invite them to your chapter's next event. The DM can be as simple as, "Hey [name]! Thanks for stopping by DECA's event yesterday! We have a chapter meeting on Thursday and we're decorating cupcakes. Hope to see you there!"
- For one of your exciting social posts, do a giveaway and to enter, participants must be following your chapter's Instagram AND tag 5 non-DECA members in the comments.
- IG Reels Contest | For a chapter meeting activity, divide the chapter into teams and host an Instagram Reel contest. Each team must record a school appropriate video answering the question, WHY DECA? The video must be at least 20 seconds long, incorporate at least 5 members, and answer the prompt creatively.
- Create and post to your story content with the intention of engagement and outreach. This may include memes, this or that, bingo board, fill in the blanks.
- Advertise an exciting first meeting activity
- Advertise a giveaway at a DECA meeting after the account has reached a certain amount of followers. Encourage members to repost about the giveaway.

Make your social presence shine by filling your social media calendar with a variety of content including...

- Motivation Monday
- Member Monday
- Member of the Week
- Guest speakers
- Chapter meeting announcement
- Activity or event announcement
- Coming soon announcement
- Alumni success stories
- Member quotes
- Fall Leadership Conference promotion
- Chapter Leadership Academy promotion
- Extreme Membership Challenge Mission announcement
- Membership promo
- Behind the scenes videos
- IGTV series
- Polls
- Q+A
- Facts about DECA or your chapter
- DECA competition tips
- Presentation tips
- "Caption this" photos

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Recruitment and Public Outreach During Lunch

- Design DECA bracelets and toss them to people at lunch or give them as prizes.
- Create DECA themed fortune tellers and distribute out at lunch or as prizes.
- Look at DECA's principles and values and create events based on these values.
- Promote your SBE! Have a table outside your student store and have students vote on their top three new items for the store.
- Helping your Community | Have a table outside your marketing class and have students vote for their top choice for a charity in which your chapter completes a community service project for the chosen charity.
- Inter-Club Relationships | Can you and another club within your school conduct an activity or community service event together?
- DECA Table at Lunch | Encourage a few members to host a DECA table during lunch where students can learn about DECA. Include items at your table that promote activity (spinning a wheel, trivia, some online games, etc. and win a small prize). Think back to interactive, fun craft booths for kids at the fair!
- To spread the word about chapter meetings, consider printing business cards with your chapter meeting's location, date and time and distribute cards leading up to your meeting.
- Play business-related minute-to-win-it games to gain attention during lunch.
- Host a fundraiser with a local small business. The business will get more exposure and your DECA chapter will receive funds. It's a win-win!
- Have chapter members create and write post card notes to a friend who isn't in DECA. Place the cards in their own envelope's and have the members deliver to their friend!
- Create a fun membership video with pictures and videos of your chapter from past years and play the video during lunch time.

- Sell water bottles with a small note attached promoting next fun event/chapter meeting.
- Have a DECA booth at the game with additional minute-to-win-it games or activities (based on the sport currently being played) for individuals and groups. Include a small photo booth and props!
- Handing out flyers/DECA gear at games.
- Toss DECA merch into the crowds to advertise your chapter.
- Have your chapter volunteer to sell concessions.
- Work with your SBE to provide a small discount on a specific day of the week to DECA members.
- Hold a costumed or spirit gear fun run on the track, court or field during halftime. Provide DECA prizes for the winners.
- Distribute informational fliers about DECA with candy attached as people enter games.
- Submit a half-time announcement for a game.
- Plan a flash mob with your chapter.
- Ask the cheerleaders to perform a DECA shoutout or cheer.
- Distribute candy in the stands after your school's team scores. Affix your chapter's DECA logo to the candy.
- Have your school mascot/officers wave a DECA flag during games.
- Partner with your school band and ask them to perform a sing-along led by DECA members during a game.
- Hand out your school's colored spirit items that have the DECA diamond on them.

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Recruitment and Public Outreach During Sporting Events

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Other Recruitment Events and Activities

- Host a game night for new members to connect with current ones in a relaxed environment. Activities for this Game Night may include:
 - Codenames, Pictionary, Mad Libs, Jackbox.tv Party, Among Us, Virtual Escape Rooms, Houseparty
- Send small groups to speak at middle schools to generate early interest in DECA.
- Go to a community service event with your chapter.
- During a chapter meeting, have small groups create posters promoting DECA. Provide the groups with topics to create their poster on.
- Ice Cream Social | Host an ice cream social to encourage new members to learn about DECA and returning members can see what's in store for the upcoming DECA year.
- Publish a DECA article in your school newspaper to advertise your club or talk about DECA on your school news show.
- Advertise DECA over the school announcements.
- Email the entire freshman class! Include a DECA Inc. promotional video, photos of your members, traveling, conferences, and other fun events.
- Invite last year's seniors to register as DECA professional alumni members. [Learn more here.](#)
- Set up a booth at freshman orientation. Ensure you have great relationship-building members running your booth!
- Paint a giant rock at your school (with advisor approval). Include DECA member handprints, the DECA diamond, etc.
- Assign a chapter officer to write articles about your chapter's community service events or other accomplishments and publish them in a newsletter or your school paper.

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Become Insta-Worthy

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Recognition

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Aesthetic

So your chapter has an Instagram, that's a great asset for your year! But maintaining and gaining followers, keeping consistent in your content, and upholding your Chapter's brand is what will make the difference! See the next page for ideas to keep your Instagram relatable, educational, and a resource for your members.

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Enhance your
Brand

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Content Ideas

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Recognition

Your members love to see themselves and their peers - do your best to recognize them!

Recognition examples for social media:

- Member(s) of the Month
- Competition winners/top placement for all levels of competition
- Recognition of members who are doing exemplary things in their communities or your school
- Recognition of other clubs or school groups supporting your DECA chapter
- Advisor(s) of the month
- Recognize officer teams excelling in communication within their chapters and the state as a whole



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Aesthetic

Everyone loves a looks-good, feels-good type of profile. Make yours cohesive, inviting, and on brand with just a few tips!

- Keep the same fonts consistent
- DECA Brand book
- Create a color palette (5 colors max)
- Utilize IGTV, Live, Reels and Polls



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Enhance your Brand

Displaying your members can also be a great way to enhance your chapter's brand at the same time. Below are ideas to enhance your brand through social media posts.

- Member testimonials
- Posts about meetings in which your chapter hosted an impactful, fun, or unique activity or event
- Community service events
- Members in their best DECA professional outfits
- Posts that emphasize DECA's Principles and Values
- Alumnus shout-outs
- Where your seniors are going to college/post-secondary
- Members' results at Area, SCDC, and ICDC

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Content Ideas

What other content can you use to increase engagement on your profile? Here are a few ideas.

- Tips for competition
- Breakdown of DECA competitive events
- Reels/videos of fun activities and conferences
- "Day in the life" story takeovers
- Interactive polls
- Q+A
- Member quote Monday



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Chapter Activities

12.1 Host a mock competition

12.2 If safe to, host a mix'n mingle with another DECA chapter in your Area

12.3 Host a mini competition fair for your presentation event members to practice presenting. Invite teachers to be judges and score you on the actual competition rubric!

12.4 Work with your SBE to host a themed event

12.5 Host a DECA breakfast before finals week or the day before a 3-day weekend

12.6 Rent your school's auditorium and have a video game championship contest

12.7 Host a DECA sponsored flag football game at school's sports stadium

12.8 Host a mix'n mingle with another club at your school

12.9 Host a mix'n mingle with another club at your school

KEEPING YOUR CURRENT MEMBERS ENGAGED

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If membership is the glue to your chapter, then it's important for your Chapter Officers to invest time into the members who are returning this year! Set aside time, or create a committee, and ensure there are planned activities and recognition ideas to show your returning members how valuable they are to your chapter!

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Activities

- Chapter Officers plan an exclusive meeting for experienced competitors and provide activities that deepen their knowledge of specific competitive events, performance indicators, rubric breakdown, 21st century skills.
- Have returning members get involved in the chapter by ranking components (see below) of DECA from 1-5.
 - 5 = The member would like to be more involved with this component of DECA for the year
 - 1 = The member would not care for becoming more involved with this component of DECA for the year.
 - Components to rank: role-plays, 10-page papers, 20-page papers, leadership, activities coordination).
 - Use their input to guide chapter change/initiatives for the school year.
 - Add more number rankings for every new "component" added.
- Provide a small gift (sticker, postcard, handwritten letter) to members who are renewing their membership.

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Leadership Positions or Committees

- Create committees or extra leadership positions for eager members wanting to assist the officer team.
- Create a committee for each chapter campaign. For example, create a community service committee who can ensure promotion and execution of events will be completed.
- Have committees lead small events for your chapter, allowing them to develop leadership skills and hopefully become interested in running for an officer position.
- Create mentor groups for new members and regularly include Mentor and Mentee activities in chapter meetings.

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Committee Project Ideas

- Assign different members to create business videos (etiquette, business dress, public speaking)
- Make a chapter scrapbook
- Create a chapter display case
- Video game tournament (Super Smash Bros, Mario Kart, Tetris)

10.1

Connect through Bonding Activities

At the core of it, DECA is family. Take time to put on chapter-building activities to ensure the connections and relationships within your chapter are strong!

Wanting a change in scenery? Arrange with your chapter advisor to host an off-campus bonding event at one of your local attractions which may include: miniature/virtual golf, arcade, Capture the DECA diamond, bowling, ice or roller skating, movie night and dinner or dessert.

Good food is something that never fails to bring groups together. If safe to do so, plan with your advisor to host these food chapter bonding events: ice cream party, pizza party, pancake board party (use a portable griddle), dessert board party, holiday themed potlucks.

The Office-Style Chapter Mockumentary (Virtual or In-Person, but the chapter members will need to know each other.)

Film just for the fun and enjoyment of your chapter, using your phones and some basic software! This activity provides two team building touchpoints in one. People have fun during the making and they'll have even more fun when you gather virtually or in-person. Teams have to collaborate and communicate to make the mockumentary. Plus, while watching the finished product will be hilarious, it might also provide a few genuine takeaways about how to treat and talk to one another. By poking some good-natured fun at the state of your chapter culture, you might find some genuinely fulfilling ways to improve it. Learn some tricks for capturing The Office's signature style [here](#).

10.1

Connect through Bonding Activities (continued)

Skribbl (Virtual or In-Person with laptops)

Skribbl's no-fuss interface makes it easy to play a classic drawing and guessing game. It activates non-verbal communication (you can't explain your drawing), so people have to dig deep into their knowledge of the "artist" to make informed guesses. Learn how to play [here](#).

Shark Tank (Virtual or In-Person)

Splitting into groups of 4-6, each group will produce an idea business/product/service (they can make drawings, blue-prints, prototypes, etc.). Each group will also receive fake money worth \$1,000,000 (print or make these fake bills in equal amounts of \$50,000. If playing virtually, create a simple visual for groups to understand how the money is divided.

Create a small criteria for each group to cover in their presentation, with the overall objective to be to acquire stakeholder money. Allow 15-20 minutes for group prep time.

Allow 3-4 minutes per group to present to the chapter. After presenting, allow the chapter to ask questions about their product/service. The goal for all small groups is to invest in the other groups product/services by allotting their money based on who they think have the best product/services. After all groups have presented, allow groups to talk amongst themselves and decide which "companies" to invest in. They can choose to give any amount of their million dollars, but they will not be given more than a million dollars for investing. Provide a small prize for the team who has the money investment money given to them.

10.1

Connect through Bonding Activities (continued)

Make a Burger (In-Person)

A burger is a great example to use because there are different components of a burger, however, instead of a burger, you can also use a concept or other noun instead. To get started, print out a photo of your completed burger ([click here for an example](#)). For our example, our burger has 9 ingredients. In a group of 9, each student has an ingredient taped on their back and will need to SILENTLY work with other students to complete the “burger” or result. The goal is to complete the burger with all the ingredients in order. Using the classroom's door as a starting point, have the bottom bun line up at the door and continue the rest of the burger ingredients in order by lining up from the bottom bun.

Minefield (In-Person)

Can be played as small groups or one big group. Tape off a square area (about 10x10 feet) in the room and randomly spread out and place crumpled paper, stuffed animals, cones, and other random objects within the square. Have three teams of two spread out and line up on one side of the square. One teammate will be blindfolded while the other teammate tries to direct them through the Minefield. If they touch or knock down the objects, they will need to restart from the beginning.

Werewolf (Virtual or In-Person)

A fun game for the in-person OR virtual classroom! Energize the room with this survival game, filled with thinking, strategy, and a little deception. Learn to play [here](#). Werewolf can be played by installing [the app in Zoom](#).

10.1

Connect through Bonding Activities (continued)

Chapter Lock-In | Hosting an in-person Chapter Lock-In is a great opportunity to bond within your chapter, create memories, and dive into topics you may not normally have time to cover during chapter meetings! Plan with your advisor and administration to use your advisor's classroom in the evening (suggested time: 6:00 p.m. - 11:00 p.m.). Then, start outlining the evening with your Chapter Officers.

Here is a suggested outline of activities for your Lock-In:

- 6:00-6:15 p.m. - Check-in and welcome.
- 6:15-6:45 p.m. - Dinner (dinner options may include ordering catering for your chapter or hosting a potluck since members will be at home prior to the event).
- 6:45-7:00 p.m. - Start with an energizer activity.
- 7:00-8:30 p.m. - Plan for a large chapter event or activity (page 16). By 8:30 p.m., your chapter should have an entire outline to start dividing tasks, etc. Another idea is to already have the basis of a large chapter or community service event planned and tasks divided out. During this period of the Lock-In, have members complete some of these tasks (i.e., posters, decorating supplies, etc.)
- 8:30-9:15 p.m. - Look for a truly unique activity that will create bonds within your chapter.
- 9:15-10:45 p.m. - A full 1.5 hours of competition prep (or anything else of your choosing). By 10:00 p.m., members should have been able to utilize the quiet work period, asked questions, received competition clarity, etc.
- 10:45-11:00 p.m. - Check-out question (page 6) and clean-up.

10.2

Connect via Social Media



There are a lot of ways to stay connected to Washington DECA and your State Officer team! The new Washington DECA Slack will allow you to connect to your Area President and other chapter members and officers.

[JOIN OUR SLACK CHANNEL](#)



@washingtondeca

Additionally, if your chapter has an Instagram, ensure you are following the official Washington DECA account to stay updated on all things DECA.

WA DECA INSTAGRAM

Your Area President's also monitor individual Instagram accounts. Follow them for giveaways, special Area announcements, and more!

AREA 1

AREA 5

AREA 9

AREA 2

AREA 6

AREA 10

AREA 3

AREA 7

AREA 11

AREA 4

AREA 8

STATE PRESIDENT

STUDENT MEMBERS LEVERAGE THEIR

DECA EXPERIENCE

TO BE **ACADEMICALLY**

PREPARED

COMMUNITY ORIENTED

PROFESSIONALLY RESPONSIBLE

EXPERIENCED

LEADERS