



THE DIAMOND

Washington DECA's Bi-Monthly Newsletter

EDITION 2



OCTOBER 2023

THIS EDITION AT A GLANCE

Upcoming Events, Today's Quote, Race to Save Lives, Message from a Mission Team, Marketing a Blood Drive, Leadership Skills, DECA-ccomplishments, Q+A, Resources

UPCOMING EVENTS

OCT 24

Run for Office Workshop

NOV 5-7

Fall Leadership Conference

NOV 12

Area 6 & 11 President Applications due

NOV 27

Area President Applications due
(excludes Area 6 & 11)

TODAY'S QUOTE:

"Failure is the condiment
that gives success its
flavor."

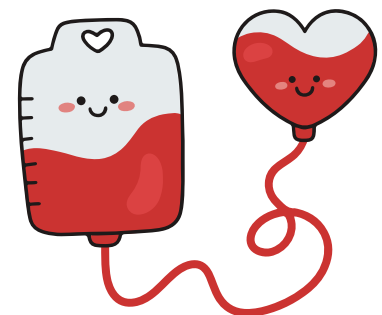
~ TRUMAN CAPOTE

JOIN THE RACE TO SAVE LIVES!

This year, Washington DECA is partnering with Bloodworks Northwest and Vitalant, organizations dedicated to helping low blood supplies throughout the state! YOU could save a life in four easy steps! Check out

<https://wadeca.org/community> for more details!

- 1 Decide whether to host a blood drive and/or a cash drive. Fill out the simple form on the website above!
- 2 Send an email expressing your interest to Bloodworks if you are in areas 1, 2, 3, 4, 5, 7, 8, or 9! Send an email to Vitalant if you are in areas 6, 10, or 11. They will guide you every step of the way!
- 3 Promote your event! Check out the link above for our best tips.
- 4 Do fun activities in your chapter to earn points! Winning chapters will receive amazing prizes and recognition.



Bloodworks
Northwest

vitalant.
Blood Donation

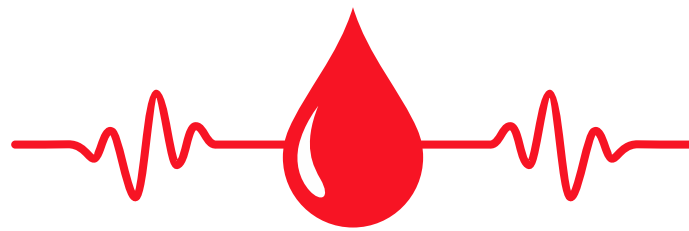
A MESSAGE FROM A MISSION TEAM

What's up, Washington DECA? We're Avianca and Kayla, your Hospitality team and Area 5 and Area 1 Presidents! We are so excited to accelerate into the new school year with you all, and can't wait to see your enthusiasm and passion throughout the year!

This year, we hope to continue making DECA an immersive environment that helps members to race into their dream career. Whether it's being a social media influencer or a chief financial officer, DECA will fuel your skills and techniques, helping you thrive no matter what you do.

When a race car driver prepares for a big tournament, they're not alone: there's always a team that works behind the scenes that helps our driver ensure victory. Say you're the driver, and DECA is your sponsor. Our advisors, state officer team, staff, and members like you are the pit crew and fans, as we cheer you on while you race for that DECA glass!

-Written by Kayla Suherman
(23-24 Area 1 President) and
Avianca Bauer (23-24 Area 5 President)



MARKETING A BLOOD DRIVE

You've done it—you've reached out to Bloodworks and Vitalant to set a date for your blood drive! Congratulations!

But... just scheduling a blood drive isn't enough to make it successful. To get as many people as possible, here are 7 tips in collaboration with the Washington DECA marketing team, **Area 8 President Zach Song and Area 9 President Jay Gorrepati!**

- Leave **posters** at local businesses. Contact coffee shops, grocery stores, and anywhere else you can think of! You can also partner with nearby stores to share a discount with your blood donors, benefiting both sides.
- **Social media** is your friend. Use multiple platforms to attract donors of all ages, and ask local businesses to cross-promote your event by sharing it on their social media as well!
- Go out and **talk face-to-face!** It's as easy as saying, "We're looking for some people to help us save lives. Would you be willing to be a blood donor at our blood drive on _____?" People love people!
- **Use the press!** Contact your local newspaper to run a story about your event. It helps attract donors, but also spreads the word about how necessary this cause is.
- **Counteract misconceptions** about blood donation! Many times, people think some of the following:
 - Donating blood makes your body weaker/sick
 - The blood donated is for a profit**NONE OF THESE ARE TRUE.** Make sure you emphasize this in your advertisements!
- Record and send out a **video appeal!** This makes you seem more human, and viewers can see your true sincerity and emotions. Building a person-to-person relationship is key!

Written by Caitlin Pham, 23-24 Area 10 President

LEADERSHIP'S LEADERSHIP SKILL FOCUS

Collaboration (kə-ˌlɑ-bə-ˈrā-shən) - noun: to work jointly with others or together, especially in an intellectual endeavor. (Merriam-Webster, n.d.).

Maybe you prefer to fly solo—trusting yourself to get the job done, on time and to the best of your abilities. But remember that no matter what, there's always something your team can add to elevate your work to the next level. Open communication helps teams with adaptability, putting numerous ideas together to build off of each other, reducing the competitive spirit of “everyone for themselves” that members can fall into. Although competition is a huge part of DECA, we're all also a team—so make sure your members know that!

Written by Caitlin Pham, 23-24 Area 10 President and VP of Leadership

DECA-CCOMPLISHMENTS

FERNDALE HS ADVISOR: MICHELE STERN



"Stern has been one of the best advisors Ferndale DECA could ever ask for. She is someone that helps us all adapt to new environments and remain confident in ourselves, pushing us to always do our best while remaining someone that we can trust. Stern always goes out of her way, even on her personal time, to ensure that her members understand any and everything that we need to, and has set many graduates up for success in college, the work field, and even starting their own businesses. Stern has taught all of us at Ferndale a lesson on why the balance between being a goal oriented person and someone who finds joy in the many facets of life is so important, and I wouldn't be a two time state qualifier if it weren't for her."

~ River Anderson, Ferndale High School, Area 1

We want to hear from YOU!

Do you have an amazing member, chapter, advisor, or SBE? Get them recognized by filling out this five-minute survey!

<https://forms.gle/BYAPyTnA8BQH3o57>

The most amazing DECA-ccomplishments from across the state will be featured on social media and in this newsletter section!

Fill it out today!

YOU ASKED, WE ANSWERED!

We asked Washington DECA students across the state for their questions and feedback!
Here was one of the best:

"What do the Area Presidents do?"
-Kya Tercero, Area 10

Answer: The Area Presidents create their own Programs of Leadership for the year, meeting numerous times a month to receive updates, collaborate, and learn about leadership! At Washington DECA conferences, the Area Presidents create workshops and appear onstage. They also must visit chapters in their area, maintain their Washington DECA social media account, and help communication in their area!

QUESTIONS + FEEDBACK?

Send them to

<https://forms.gle/zPRPjTgUXjwAvFCHA>



RESOURCES

DECA:
@decainc

WA DECA:
@washingtondeca

State President:
@wadecaprez

<https://www.wadeca.org/funddeca>

Area 1:
@area1deca

Area 2:
@area2deca

Area 3:
@area3deca

DECA+

Area 4:
@area4deca

Area 5:
@area5deca

Area 6:
@area6deca

<https://www.shopdeca.org>

Area 7:
@area7deca

Area 8:
@area8deca

Area 9:
@area9wadeca

<https://www.decadirect.org>

Area 10:
@area10deca

Area 11:
@area11deca

Western
Region:
@decawrvp

<https://wadeca.org/state-officers>