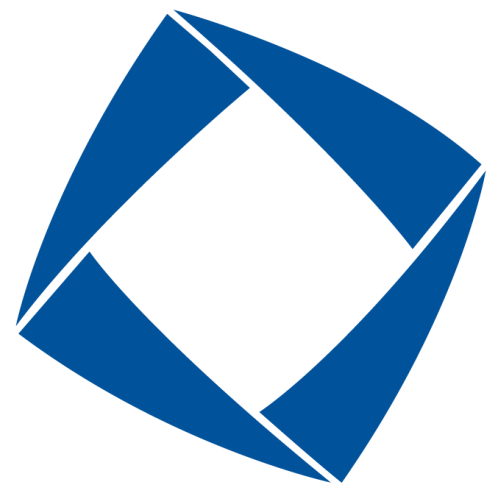


# STARTING A CHAPTER CAMPAIGN



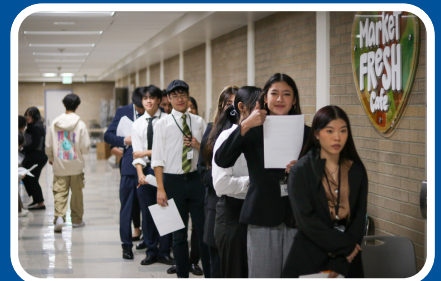
## 1 FIND YOUR FOCUS

Decide on a key area for your campaign, such as increasing chapter membership, promoting DECA in your community, or organizing a community service project. For example, you might focus on professional development workshops within your own chapter.



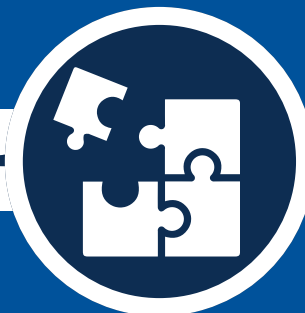
## 2 PLAN

Outline your goals, key messages, and the channels you'll use to communicate your campaign. If your campaign requires volunteers, start to get the word out through chapter meetings, or social media posts. Get creative with charities and partnerships with organizations!



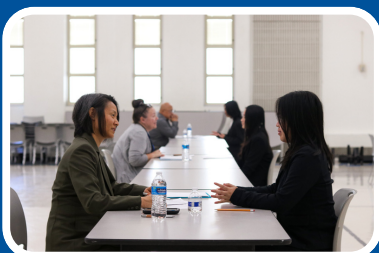
## 3 ORGANIZE

Gather your resources, including people, budget, and materials. For a community service project, this could involve organizing volunteer teams, securing donations or supplies, and coordinating with local organizations for a clean-up event.



## 4 EXECUTE

Put your plan into action. If your focus is on promoting DECA in your community, you might execute this by setting up information booths at local events, running social media campaigns, and presenting about DECA's impact at school assemblies.



## 5 SUBMIT

After completing your campaign, compile a report detailing what you did, the outcomes, and the impact. Include photos, testimonials, and any media coverage. With your Advisor's help, submit this to DECA for potential chapter rewards, wildcards, and recognition!

[campaign.decaregistration.com](http://campaign.decaregistration.com)

