



Your Ultimate Guide To: Running a DECA Chapter

Maryland DECA

Introduction

We're the Maryland DECA Student Task Force, a group of experienced DECA members, who are here to help YOU! We know how stressful it can be to start a new chapter, with a million things to consider such as finding sponsors, fundraising, recruiting members, and filling out paperwork. To make your lives easier, we've created a comprehensive guide for you to follow. Keep reading for some helpful tips, ideas, and even a sample timeline for your chapter!

Fundraising



Organization, Ideas, Engagement

Key Points

Organization	Plan out your goals, evaluate them with your team, and create a timeline.
Involving Members	Engage your members, school, and local community.
School Support	Get in touch with your school organizations (Booster Club).
Fundraising Ideas	Choose what works best for your group - don't be afraid to experiment!

Organization

Evaluating Goals

Prior to initiating a fundraiser, it's critical to evaluate with your chapter what your main priorities are. It may be useful to discuss with your chapter officers and members the following points: *What is your chapter's focus? How much money are you looking to raise? Are there members who need all funds covered or are you aiming to reduce costs for everyone?* Keep in mind that each conference varies with its financial requirements, so allocating funds to some conferences more than others may end up benefitting a larger number of members.

Delegating Tasks

Fundraising may initially seem daunting. Luckily, your team is there to help you! Besides students, think about who else may be involved in this process (sponsor, school's financial office, partnering company's employees, etc). Make sure to connect with these individuals early (this includes filling out paperwork so your sponsor isn't stuck doing everything!), make a good first impression, and follow up with them accordingly.

To ensure efficient fundraising:

1. Organize what you want done.
2. Identify who can do it.
3. Gain their commitment for doing it by a certain date.
4. Plot it out on a calendar (sample below) where you prepare for the worst outcome and adjust to the best.

Timeline

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Prepare promotional materials	Post availability form			Remind members at club meeting	Prepare event materials (table, poster, etc.) & finalize promo	Confirm member availability
Confirm with business	PROMO	PROMO	PROMO	Remind members at club meeting	Bake sale!	
Officer meeting to recap Plan next fundraiser	Reach out to businesses	Reach out to businesses	Reach out to businesses	Reach out to businesses	Reach out to businesses	Confirmed fundraiser for next month
Rest & Recharge					Introduce new fundraiser at club meeting	

Try to organize goals by week of the month to establish a routine and ensure consistent fundraising throughout the year. Each chapters should be adjusted to meet individual needs.

We recommend creating a goal list with metrics and who is responsible for achieving the metric. Every week, publicize where you are at and how much longer you have to achieve the goal. Then whoever is ultimately responsible for success needs to reach out to see if any help is needed to meet the goal. These concrete due dates will help remind members and keep everyone on task.

Involving Members

Community & Chapter Involvement

What steps should I take?	Involvement Ideas
<i>Get members excited</i>	Member engagement is key. Your goal is to make DECA so fun that members will be talking about it without you having to tell them to do so. That way, they will be incentivized to spread the word out and stay engaged. You can start by organizing socials, playing music at meetings, or giving out candy!
<i>Promote fundraising events</i>	Social media is a great tool to use to promote events. Gain approval from your school's financial office before posting flyers. As soon as you do, get the word out! Post online, share with your friends, send out emails, or do anything else that reaches a wide audience.
<i>School + local community</i>	Post flyers around the school to gain as much attention as possible! Partnering with other business clubs (e.g., FBLA) may also be useful. See our section below for more ways to leverage your local community!

School Support

Booster Club

Find out if your school has a Booster Club! Most schools have Athletic Boosters in charge of funding new jerseys and equipment for sports teams, but many Booster clubs also provide financial support to academic groups.

How to present to Boosters

Look at your school website or ask your school administration to find out when they meet and how to secure a spot. Most Booster Clubs meet once a month (virtually or in person) to hear from students. Choose 2-4 club officers or passionate members to present. Customize the presentation template below & see the speaker notes for additional tips. Try to be specific about what the funds are for, and be prepared for many, many questions. Depending on your school, you may be approved for anywhere from a few hundred to a couple thousand dollars.

Presentation

Booster Presentation Template

(https://docs.google.com/presentation/d/1LtUkevUWhcCZ7Fh_NVQZoDZhXseCTiYZKo2uxlXxJEA/edit?usp=sharing)



Tips

Choose when to appeal to Boosters and how much you ask for wisely. Unless you ask for very small amounts, you generally want to request funds only once every school year. Make sure to show that you are working to raise money on your own with additional fundraisers. If possible, have members volunteer for Booster-led events throughout the year (e.g. concessions) and promote them on your club's social media. Keep in mind, that Boosters may not approve your full funding request or deny it altogether. It's worth a shot anyway!

Fundraising Ideas

Target Audience

Identify your target audience. You have three main options:

	Students	Parents	Community
<p>Pros</p> 	<p>Students are easy to reach since in-school fundraisers are convenient. You understand this group best. Fundraisers can also spread club awareness.</p>	<p>Many parents are very willing to donate. You can target them at sports games or school events like Back to School Night. Parents can convince their kids to join your club.</p>	<p>Many community members are very willing to donate. You can organize bake sales in front of grocery stores or send out an online fundraiser.</p>
<p>Cons</p> 	<p>Students generally have less money than adults and are less willing to donate.</p>	<p>Fundraisers need to be outside of school hours.</p>	<p>Community fundraisers are more difficult to set up. Be prepared for a lot of rejection.</p>

The Classic Trio

Membership Dues

“Easy & Effective”

DECA charges a yearly membership fee. You can increase this membership fee by \$5 for your school’s chapter. This earns some money for your club from the get-go and boosts member retention since students feel like they already have a stake in the club.

Use this strategy with caution as high fees may discourage students from joining DECA in the first place.

Membership dues are low-effort and guarantee a profit, but might not work for every chapter.



Bake Sales

“Sweet & Simple”

Bake sales are a traditional and fun way to fundraise that provides an opportunity for members to bond. Holding a Saturday afternoon bake sale in front of a local grocery store is a great way to meet community members and make connections with potential sponsors or guest speakers. Make sure to schedule a time slot with your store of choice at least a month in advance. You can also host your bake sale at school events. Aim for sporting events with many parents in the audience, like JV soccer or lacrosse games.



Online Fundraisers

“Fast & Fierce”

Online fundraisers can help reach further parts of the community. You can post your fundraising link on neighborhood websites and promote it on social media to increase traction. Put up flyers (with permission) in popular places near the school.

Potential websites to use are GoFundMe and Snap Raise.

Find out whether your school allows online fundraisers. If outside platforms are not permitted, you may be able to set up an alternative donation payment on School Cash Online (SCO).



More Ideas

Auctions

Host an auction where people can bid on DECA merch or more creative items (a bucket of water to pour on your club sponsor - WITH PERMISSION)!

This can be a great opportunity for club members to explore business negotiations and game theory.



Selling Merch

Selling merch is a great way to represent and advertise your club while making money! You could even organize a competition among your chapter members for the best merch design.

If using a DECA logo, though, make sure to follow the logo requirements to avoid getting copyrighted!



Local Businesses

Connecting with local businesses is a very strong way to build relationships, which may eventually lead to sponsorships! Seek businesses that are on the friendlier side and are willing to give back to their communities, particularly in fields of education or youth support.

Check out the sample email template if you're unsure of how to start!



Promo Vouchers

As part of reaching out to local businesses, some may even be willing to sell some promotional vouchers, which you may resell at a higher price to gain profit.

Consider even making this into a raffle during popular school events, where you can gain lots of attention!



Renting Blazers

Have some old blazers from graduated seniors? Too expensive to buy a new one? Try creating a renting system! To make it more affordable for members, you could lower the price but still charge for rental.

That way, when members graduate, they can return their rented blazer to the club for another member to rent it!



How to Reach Out to a Business - Email Template

Subject: Sponsor DECA: Invest in the Future of Talented Students Today.

Dear [name],

We are [your school] DECA, a student-run 501(c)(3) chapter of DECA Inc., an organization dedicated to preparing high school students for career/entrepreneurial aspirations in fields associated with economics and business. With [insert problem - e.g., high costs of internationals], we are in need of your support. Donations of [insert needs - time, money (tax-deductible), facilities, and mentorship] are needed and we believe you could be a great fit.

Sponsors can benefit from:

- Prominent promotion of our physical and electronic materials across platforms
- Setting up booths at our regional and state competitions
- Opportunities to be guest speakers on a range of topics close to your home and heart
- Access to a talent pool of future interns and prospective employees
- Highly visible displays on our merchandise (for contributions above [\$\$\$])

When would be the best time to schedule a call to discuss these opportunities in more detail? [#] student members are waiting for your reply to help build careers in business, marketing, finance, hospitality, and management.

Thank you for your consideration.

Best,

[your name]

[your position]

[your school's DECA chapter]

Nervous?

Calling or speaking to a business professional may seem nerve-wracking at first. Here are some tips to keep in mind to boost your confidence and allay your fears:

- Write out what you intend to say beforehand.
- Practice in front of a friend or family member (or even your dog), remembering to speak clearly and at a reasonable volume.
- Keep your posture straight and relax your face and shoulders - it instantly alleviates tension!
- Prepare a list of answers to possible questions they may ask (requested amount, dates of conferences, etc)
- Even if you don't know something, that's okay! Tell them you will circle back with more information; just don't forget to follow up :)
- If you don't receive a reply right away, follow up with the business on a weekly basis.
- Don't get discouraged if a business rejects becoming a sponsor for your chapter. Thank them for their time and be proud of yourself for asking!

Meeting Plans



★ A Guide to Planning Meetings

General Types of Meetings

Type of Meeting	Examples
<i>Informational</i>	<ul style="list-style-type: none">• Upcoming competitions• Introductory meeting
<i>Preparation</i>	<ul style="list-style-type: none">• Written training• Role-play training• Test-taking tips
<i>Fun</i>	<ul style="list-style-type: none">• Mock competition• Guest speakers• More games• More business knowledge information sessions

More Details

Type of Meeting	Information
<i>Informational Competition Meetings</i>	<p>These meetings will be used for everything that your members will need to know about for all the upcoming competitions(Regionals, SCDC, ICDC). Go over the schedule, information about the competition, and how to sign up. You should hold two meetings - a meeting a month or two before the competition date going over events, how to register, and any information on preparation for the competition. Additionally, hold a final meeting within one week of the competition to go over final logistics and information.</p>
<i>role-play Preparation</i>	<p>These meetings will be for giving your members a chance to practice a real role-play in front of a judge. Hold these sessions a month before and around two times per week as chance for members to sign up and go in during lunch to practice. Have officers or anyone able to judge role-plays be the judges!</p>
<i>Written Event Preparation</i>	<p>These meetings will be similar to the role-play preparation - except for written events! Hold a written event workshop about a month or two before the competition to introduce information about the events and offer some tips to your members, and then meetings one to two weeks before the competition, around two times per week, for the chance for your members to present to a judge. As with role-play preparation, have officers or anyone able to judge written events be the judges.</p>
<i>Test Preparation</i>	<p>Test Preparation will be for the members who are participating in events that will have a testing portion. Be sure to offer tips and resources on how to prepare for the exam, and walk members through some sample test questions.</p>

Sample Checklist

Meeting	What is it?	Status	
<i>Introductory Meeting</i>	Go over what DECA is all about! Give a general overview and get people excited for the year!	Scheduled Done	<input type="checkbox"/> <input type="checkbox"/>
<i>Informational Meeting on Types of Events</i>	Let people know what type of events there are, and go in depth to what they are.	Scheduled Done	<input type="checkbox"/> <input type="checkbox"/>
<i>Informational Meeting on Upcoming Fun Events</i>	Overview of upcoming fun event(s) such as DC United Event, Washington Commanders Event, Power Trip, etc.	Scheduled Done	<input type="checkbox"/> <input type="checkbox"/>
<i>Informational Meeting on Upcoming Competitions (Regionals, SCDC, ICDC)</i>	Overview of upcoming competition and its logistics.	Scheduled Done	<input type="checkbox"/> <input type="checkbox"/>
<i>Role Play Practice</i>	Give members a chance to practice preparing and presenting their events with a judge!	Scheduled Done	<input type="checkbox"/> <input type="checkbox"/>
<i>Written Event Practice</i>	Give members a chance to practice presenting their presentation with a judge!	Scheduled Done	<input type="checkbox"/> <input type="checkbox"/>
<i>End of Year Closing Meeting</i>	Celebrate a year of DECA with the entire chapter!	Scheduled Done	<input type="checkbox"/> <input type="checkbox"/>

Sample Meeting Slides

Roleplay Overview

- Individual roleplay:
 - 10 minutes prep time; 10 minutes for roleplay
 - Given an event situation that asks you to solve a problem, provide consulting, create a plan, etc.
- Team roleplay:
 - 15 minutes prep time; 15 minutes for roleplay
 - (30 mins prep time will be given at States)
 - Problem will be more complicated and involves teamwork

Sample Agenda Below

Time	Location	Event Description
7:45 - 8:15 AM	Foyer of Auditorium	Registration and Check In
8:15 - 8:45 AM	Media Center	Judges Training
8:15 - 8:45 AM	Auditorium	Welcome, Conference Information and if time, speaker/welcome game
8:45 AM - 9:00 AM	Auditorium, World Language Hallway	Move to Event Locations (Group 1)
9:00 AM - 10:00 AM	World Language Hallway	Event Competitions Group 1
9:00 AM - 10:00 AM	Auditorium	Conference Speakers and Activities for those not competing
10:00 AM - 11:00 AM	World Language Hallway	Event Competitions Group 2
10:00 AM - 11:00 AM	Auditorium	Conference Speakers and Activities for those not competing
10:00 AM - 11:00 AM	Media Center	Chapter Presidents Round Table
11:00 AM - 12:00 PM	World Language Hallway	Event Competitions Group 3
11:00 AM - 12:00 PM	Auditorium	Conference Speakers and Activities for those not competing
12:00 PM - 12:30 PM	Main Street/Auditorium Foyer	Lunch/Snack Break
12:30 PM - 1:00 PM	Auditorium	Awards Session
1:00 PM	Auditorium Foyer	Event Conclusion

Prep Room for Team Events in Room 167
Prep Room for Individual Events in Room 157

Regionals Overview

- Dec. 17, Saturday, 8am-1pm at RMHS
- Please have your students be dropped off at our Parent Drop off lot next to the stadium/gym side of the school.
- Full business attire required
- You'll find out your event time at the event.
- EXAM WILL BE DONE AT HOME
- There will be various activities and speaker lectures to attend when not competing (Great for networking).
- Bring your own food, only snacks provided

**note: this is OUTDATED!



Sample Exam Question

Data can be sorted into two categories—primary data and _____ data.

- A. unusable
- B. tertiary
- C. principal
- D. secondary



Answer (D)

Explanation:

Data can be sorted into two categories—primary data, which come from original sources, and secondary data, which are already available in some form. Tertiary refers to something that is “third” and is not a common category for data. Data are also not sorted into principal or unusable categories.



Written Event Overview

- **1-3 participants per team**
- **10-20 pages written proposal** depending on the event
- **15 minute presentation time** to present research in front of judges
 - Takes more effort to prepare beforehand, but you have the prompt ahead of time (don't need to think on the spot as much)
 - Look at topic and event guidelines, [penalty point checklist](#), and have the [statement of assurances & integrity](#) signed
 - [Example event \(BMOR\)](#)
 - [Example presentation](#)
 - [Example poster](#)
 - [Guidelines](#)
- **Written Report Deadline: February 10th by 10:00pm**
 - [Submission Link](#)

Final Tips

- Always remember to sound confident and excited while presenting! Remember that you are there to help your members - they are counting on you.
- Keep generally the same formatting and fonts for consistency. You don't want your members having a hard time navigating each presentation.
- Send out and share the meeting presentation with all your members after the meeting! Anyone who isn't able to attend or wants to look back on anything can find any information they may need. You can also include resources in your slides for them to use if they need them.

Outreach



Boosting your chapter's outreach

Key Points

The Audience	Who do you want to target with your outreach?
School Events	Setting up events within your school (club fairs).
Social Media	Social Media is one of the easiest ways to attract new members.

The Audience

Finding & Reaching Your Target Audience

DECA is a club that focuses on marketing, finance, hospitality, and management. In the weeks leading up to your interest meeting, connect with teachers at your school who teach classes in these areas (e.g. AP Micro/Macroeconomics, Financial Literacy, etc). Find out what periods they teach and ask to do a short presentation (~5 mins) at the start of their class. This will get the word out to students who already show an interest in business. You can also ask your teachers to put up "Join DECA" posters in their classrooms.

However, DECA may also help those who have never tried business before find their passion. Student athletes might enjoy the Sports and Entertainment Marketing Series. People who love to cook might be drawn to Food Marketing. Fashion fanatics will love the Apparel & Accessories event. Promotion through social media and school-wide events will let you meet members from the whole community.

DECA fosters skills that apply to most career areas. There is no specific "type" for a DECA student. When promoting your club, try to find out each person's interest and show them how DECA allows them to pursue it. Advertise what DECA is about and the opportunities it offers. Unlike many other clubs, you have the ability to get international recognition through ICDC which holds a lot of weight for new members

School Events

Student & School Involvement

What steps should I take?	Involvement Ideas
<i>Participate in your school's club fair</i>	If your school has a club fair, participate in it! This is one of the best ways to get eyes on your club as everyone in the school can see it. Create a bulletin with an overview of the club and the activities within the club. Feel free to offer people candy as well, they are more likely to remember you.
<i>School Announcements</i>	If your school has morning announcements, try your best to get an announcement promoting your chapter, the whole school can hear it! Along with that if you have a class GroupMe drop a message in there promoting the club.
<i>Flyers! Flyers! Flyers!</i>	Putting up flyers around your school is one of the easiest ways to promote your club as it is quick and easy. Try and spread them out around the school so you can reach as many people as possible.

Social Media

Creating a Social Media Page

Creating a Social Media page is usually easy, all you need is an email and a password. We suggest starting off with Instagram as a lot of people use it and it is quite easy to create posts. Along with that, there are a lot of pre-existing DECA chapters with Instagram pages and you can easily work together with them using Instagram's "collab" feature.

How to create a Post

Type of Post	Explanation
Meeting	<ul style="list-style-type: none">● Keep it short (one slide)● Include the date & and time, room number, and what is happening at the meeting (i.e. interest, elections, practice, fundraiser)● The caption should emulate whatever the slide says● Mention whether there will be food (attracts people!)
After Meeting	<ul style="list-style-type: none">● Take photos during the meeting!● You can create a simple post afterward with these photos to make sure people remember● Keeps people engaged
Meet the Officers	<ul style="list-style-type: none">● Introduce the officers for your chapter● Creates a welcoming environment for new members● Include their grade and a fun fact (or something related)
Big Events	<ul style="list-style-type: none">● Make sure to post after any big events your club might have (i.e. regionals, states, internationals, mixers)● These show off your chapter's accomplishments and attract new members

Social Media Page Timeline

Use this timeline as a rough guide whenever you have a meeting or need to post. Adjust the timeline as necessary whenever your meeting/event is being hosted.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Design the post	Post on Instagram		Repost to remind people of the meeting	Host your meeting 1-2 hours later post the photos	

Examples:

Post:



Message: Join DECA to dive into the world of business, leadership, and entrepreneurship! Gain valuable skills, long-lasting connections, and the chance to get international recognition! Meet us in Room **#123** on **[day, date, and time]**

Instagram Caption: This **[day, date, and time]**, **[your school]** DECA will be holding its first meeting. We hope to see you there!

Conferences 101.



◆ An Introduction to All the Conferences

The Regional Conference:

The regional conference is Maryland DECA's first conference of the year! Held in each of our regions, this conference offers a preliminary competition experience for newcomers and returners alike to practice their presentation skills.

The regional conference is for practice. You do not have to place at regionals in order to qualify for the state conference, but participation in this conference is encouraged to get feedback from knowledgeable judges and become comfortable with the competition environment. Dress in business formal attire to make your best impression! This conference is typically held at the high school in your region where the regional vice president is from. You most likely will not have to travel outside of your county.

Additionally, because of the smaller scale, only 8 total events are offered at these conferences: 4 individual role-play events and 4 team decision role-play events. Written and virtual events are not offered due to the nature of their preparation and timelines. Regionals are a great way for you to try out events and get an idea of what type of event you would like to do. It will definitely help you choose your best event for the state conference!

Nevertheless, the regional conference offers a plethora of great opportunities, including networking with peers across the region, making new connections with guest speakers, attending insightful workshops, and meeting new friends. This conference is a valuable competition to attend and is the best way to prepare you for the state conference!

To register for regionals, each chapter must create its own registration form and submit it to the state registration form.

The State Conference:

Also known as SCDC, this state conference is the most important: it determines if you qualify to compete in the **international conference**. To qualify, you must place top 3 in a role-play event and top 2 in a written event. Please refer to the training guide for tips on how to prepare members properly for this conference! Costs for this event typically land around \$100-\$200, so make sure to do some fundraising within your club to make the price more affordable. States are also typically held at a hotel that can be up to an hour away, ensure transportation for each member or arrange transportation within your chapter.

States are open to everyone to compete. You do not have to participate or place in a Regional conference in order to attend SCDC, but it is highly recommended for practice. The attire for states is business formal and judges typically have previous business experience.

Additionally, state officer elections are held at SCDC! Candidates give speeches to voting delegates and participate in a floating Q&A session before voting delegates select the officers for the next year.

Being a full-day event, SCDC provides many activities and workshops to participate in for when you are not competing. With keynote speakers and interactive workshops in different rooms, participants can learn a lot. Attendees can also choose to network in the dining hall, explore company booths, or participate in the GooseChase! SCDC is a great way to make new DECA connections, new friends, and many new memories.

The International Conference:

The International Conference, or ICDC, is the biggest conference of the year with more than 22,000 participants in 2023. To qualify for ICDC, you must place top 3 in a role-play event or top 2 in a written event at SCDC. ICDC is typically held in either Georgia, Florida, California, or Tennessee and lasts around 5 days. Due to the travel and lodging costs necessary to attend this conference, the costs can build up. For reference, in 2021 and 2022 ICDC costs averaged around \$1,200. Thus, it is especially important to fundraise for this conference with your club!

Attire at ICDC is business formal and an official DECA blazer is required for competition. This blazer can be bought off of the [DECA merchandise site](#) or borrowed from your school. Competition at ICDC can look different for everyone, but typically it consists of 2-3 rounds of competition. The first 1-2 rounds are to determine if you qualify as an ICDC finalist, while the finalist round determines if you will place top 10, or even top 3 in your event internationally. For role-play events, testing sessions are administered on the first few days.

For chapters managing students at ICDC, it is important to keep clear systems of communication, close contact with advisors, and a common set of guidelines that all members should follow.

Overall, ICDC is an extremely fun and enriching experience. Not only are you given the opportunity to compete on the international level, you are able to meet like-minded peers across the country and even across the globe. ICDC provides a plethora of educational opportunities, networking activities, and inspiring words from notable guest speakers.

Overall, DECA provides many opportunities for competition and education through these conferences. We highly encourage you to attend all that you can and wish you the best of luck in competing!

Events



◆ How to choose an event

DECA has tons of competitive events for you to participate in, from automotive management to business law. Choosing an event can be a daunting task, so we are here to help! DECA offers primary competitive events, as well as secondary events.

Primary Events

Primary events are the events that you invest most of your preparation into. These are the events where you showcase the skills you learn year-round through DECA, and these are the events you compete in at SCDC and even ICDC. A complete list of DECA competitive events, alongside their rules and performance indicators, can be found at <https://www.deca.org/compete>.

So how do you pick your event? Read below to find out, or take a look at [DECA's official guide](#).

1. Identify Your Interests

DECA offers events in all fields of business and beyond. DECA's motto reads:

"DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe."

These core areas, namely **Business Management and Administration, Entrepreneurship, Finance, Hospitality and Tourism, Marketing, and Personal Financial Literacy**, constitute DECA's core interest and competition clusters. Read more about [DECA's Career Clusters here](#).

Within these areas, however, DECA provides even more versatility. For example, if you are interested in sports, DECA runs **Sports and Entertainment Marketing Series** events. Aspiring restaurateurs can look towards DECA's **Restaurant Management Series** events, and if you are interested in cars, DECA even offers an **Automotive Services Marketing** event. Whatever your field of interest is, DECA provides a business event related to it

2. Identify Your Strengths

DECA events come in many styles and sizes. Whether you are a test-taker or a writer, a quick thinker or a preparer, DECA has an event. If you are interested in working on the fly and identifying solutions to scenarios, check out DECA role-play events. These include the **Team Decision Making Series** events, **Individual Series** events, and more. These events generally also have 100-question tests alongside them, which are weighed alongside your event scores to provide an overall outcome.

If you are more interested in preparing your events in advance, however, look into DECA's **Entrepreneurship Series** events, as well as their **Integrated Marketing Campaign** and **Business Operations Research** events. These events offer written entries that can be prepared far in advance and do not require a test.

Finally, if you are new to DECA, you should consider the **Principles of Business Management Series** events, which are reserved exclusively for first year DECA members. Looking into event guidelines and details on the DECA website can help you figure out which skill sets of yours will serve you best in each event.

3. Identify your working style

Do you like to take care of things on your own, or do you like to bounce ideas off of your peers and collaborate? Whichever style you prefer, DECA has events that can accommodate. If you like working with a partner, consider DECA's **Team Decision Making Series** events. If you want to work with a larger group of 3, consider the **Virtual Business Challenge** events or the written entry events. If you prefer flying it solo, check out DECA's **Individual Series** events.

Once you have found an event that suits your liking, fits your skill set, and lets you work with just the right amount of people, you are ready to go! Learn more about your event at the DECA website, and check out the rest of this guide or ask your chapter advisors for more information on how to train for your events. Or, look below to learn about other opportunities for success at ICDC.

Secondary Events

To get more involved with DECA, consider competing in alternate events. These include the Stock Market Game, the Virtual Business Challenge Series, and finally DECA Corporate Challenges. These events can be competed in alongside your primary events and aren't held at state conferences, so they are a great way to increase your chances of winning DECA glass. DECA Corporate Challenge submission deadlines are held throughout the year.

Chapter Training



◆ Preparing for Roleplay and Written Events!

DECA has tons of competitive events for you to participate in, from automotive management to business law. Choosing an event can be a daunting task, so we're here to help!

Introduction

DECA competitions offer students valuable opportunities to develop essential business and leadership skills. This guide will provide DECA chapter leaders with strategies and tips for training their members to excel in both role-play and written events.

1. role-play Events

Understanding role-plays:

1. Scenario Familiarization: Provide participants with real-life business scenarios they might encounter during the competition. Emphasize the importance of fully understanding the scenario.
2. Time Management: Teach students to allocate their time effectively. Advise them to spend an adequate amount of time on each section: introduction, analysis, recommendation, and conclusion.
3. Mock role-plays: Conduct practice role-plays to simulate competition conditions. Encourage students to work on their presentation skills, clarity, and poise under pressure.
4. Feedback Sessions: After mock role-plays, provide constructive feedback to help participants refine their strategies and presentation techniques.

Research and Preparation:

1. Market Research: Stress the significance of conducting thorough market research. Guide students in identifying key market trends, target audiences, and competitor analysis.

2. Product Knowledge: Ensure participants have in-depth knowledge about the market for their chosen product or service, and the cutting edge technology plus market examples within that field. Encourage them to explore its features, benefits, and unique selling points.

3. Communication Skills: Train students to communicate effectively by practicing active listening, asking probing questions, and conveying their ideas clearly and persuasively.

4. Problem-Solving: Teach problem-solving techniques, such as SWOT analysis, PESTEL analysis, and the 5 Whys method.

2. Written Events

Selecting and Developing Topics:

1. Topic Selection: Assist students in choosing a relevant and engaging topic. Encourage them to consider their strengths and interests. For projects in the Project Management category, this could mean catering to projects that the student is already working on or planning on starting within the same school year, so that the student doesn't need to investigate an entirely new field. In comparison, if the student prefers investigating the hypotheticals and would like to look at products from the greater economy at hand, then an event such as the Innovation Plan may be more suitable because it requires the student to create a new product that fits into a market.

2. Research Skills: Stress the importance of credible research sources. Guide students on how to use academic databases, books, and journals for comprehensive research.

3. Outline and Drafting: Teach them to create detailed outlines and drafts. Emphasize the value of well-structured papers with clear introductions, body paragraphs, and conclusions. In addition, *less is more!* Many times the best written papers are not the one with walls of text, but rather graphs and tables to show that the data backs up the student's point. Many papers will require students to do financial analyses of their existing projects or a potential product, so take the time to go through the development of spreadsheets for those types of calculations. Last thing – there are key terms like Unique Value Proposition that many students will be required to use but don't know the meaning of, so take the time to look at real examples of companies to explain these terms.

4. Peer Review: Encourage peer review sessions where students share papers with the seniors in their club and provide feedback (as long as it's non-exploitative). This helps identify areas for improvement.

Presentation and Formatting:

1. APA Formatting: Ensure that students understand and adhere to the APA formatting style for citations, references, and overall document structure.
2. Visual Aids: Guide them on how to create effective visual aids if necessary, such as graphs, charts, and tables.
3. Rehearsals: Encourage students to rehearse their presentations multiple times to ensure they can present their findings clearly and confidently. Even though students are doing a written presentation, they will *still* be required to do a 10-15 minute presentation to their judges. *Leave at least 2-3 minutes for judge questions!*
4. Time Management: Stress the importance of meeting deadlines for written submissions.

Final Tips:

1. Motivation: Keep students motivated and focused on their goals. Remind them of the skills and experiences they will gain through DECA competitions.
2. Mentorship: Connect experienced DECA members with newcomers to offer guidance and support.
3. Feedback: Provide ongoing feedback and encouragement throughout the preparation process.
4. Practice, Practice, Practice: Encourage consistent practice and participation in mock competitions to build confidence.

By following these strategies and fostering a supportive learning environment, your DECA chapter can prepare its members for success in both role-play and written events. Remember, dedication, hard work, and effective training are key to achieving outstanding results in DECA competitions.

Community Service



◆ Maryland DECA Community Service Opportunities

Maryland DECA is very involved in the community being a part of a multitude of community service organizations. With over 2000 members across the state, we provide our members with numerous opportunities to give back to the community. DECA chapters can contribute by organizing fundraisers, educational workshops, or supporting local causes. This is a comprehensive list of companies that provide us with community service opportunities.

["So What Else?" Food Pantry](#)

4924 Wyaconda Rd, North Bethesda, MD 20852

[Martha's Table](#)

2375 Elvans Road SE, Washington, DC 20020

[A Wider Circle](#)

9159 Brookville Road Silver Spring, MD 20910

[Solutions in Hometown Connections Riverdale, MD 20737](#)

Riverdale, MD 20737

[ALS Association](#)

Multiple locations, check website

[A Bright Spot](#)

44573 Yarmouth Dr Ashburn, VA 20147 United States

[Jill's House](#)

9011 Leesburg Pike Vienna, VA 22182 United States

[Best Buddies](#)

7956L Tysons Corner Center 22102 Tysons, VA 22102 United States

[One Love 4 Kids](#)

PO BOX 2704 Germantown, MD 20875 United States

[Dedicated to Saving Lives](#)

604 N Chester St Baltimore, MD 21205 United States

[Volo City Kids Foundation](#)

1215 E Fort Ave Suite 006 Baltimore, MD 21230 United States

[Movable Feast](#)

901 N. Milton Avenue Baltimore, MD 21205 United States

[Maryland New Directions](#)

2700 N. Charles Street Suite 200 Baltimore, MD 21218 United States

[Medical Education Resources](#)

1 N. Haven Street Baltimore, MD 21224 United States

[St. Agnus Hospital](#)

900 South Caton Ave. Box #023 Baltimore, MD 21229 United States

[UMD Rehabilitation Institute](#)

2200 Kernan Drive Baltimore, MD 21207 United States

[Manna Food Center](#)

12301 Old Columbia Pike Silver Spring, MD 20904 United States

[Dep. of Environmental Protection](#)

Drive 4th Floor Wheaton, MD 20902 United States

