



Danvers DECA Falcons Foundation

PROJECT MANAGEMENT SALES PROJECT

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Danvers High School, 60 Cabot Rd

Danvers MA, 01923

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I. Executive Summary

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PURPOSE

Danvers DECA Falcons Foundation is a **501(c)(3) organization** created to help chapter projects succeed by providing students with experiences that will develop their business and professional skills. Through the **Danvers DECA Falcons Foundation** account the chapter will be funded sustainably and allocate its resources sufficiently. Furthermore the creation of a **strong alumni network** will keep former members better connected and involved, thus fostering the next generation of DECA members, while honoring the successes of the past ones.

PROBLEMS

While reviewing Danvers DECA as a whole, we evaluated **four** problems that we wanted to **resolve** through the **execution** of Falcons Foundation. These problems are that there are chapter **financial restrictions** due to the chapter's lack of accessible funding, **restricted student access** to events, other Danvers DECA projects are **without adequate funding**, and there is a **lack of a strong connection with alumni**.

SOLUTIONS

Following a thorough evaluation of the challenges facing Danvers DECA, we have developed a comprehensive and effective list of solutions aimed at enhancing the overall functionality of the chapter. Our proposed strategies include **establishing a 501(c)(3)** account to fund projects, **securing additional resources** through **grant applications**, **creating a robust alumni network**, and disseminating bi-monthly newsletters to **foster ongoing connections with alumni**. The Falcons Foundation is committed to implementing these solutions to elevate Danvers DECA to its highest potential.

MILESTONES & TIMELINE

1 Engage With Four Different Projects

(Completed)

Mid September - End January

2 Raise \$15,000 Through Our 501(c)(3)

(Completed)

Mid October - Early November

3 Connect With Twenty DECA Alumni

(Completed)

Early September - End October

HUMAN RESOURCE MANAGEMENT PLAN

OPERATIONS MANAGER



Ben Wilhelm

Key Responsibilities:

- Allocate Resources
- Funding Supervision

CHIEF MARKETING OFFICER



Sienna Goldberg

Key Responsibilities:

- Develop Marketing Strategy
- Communication with sponsors and alumni

RISK MANAGEMENT PLAN

RISK	EFFECT	LIKELIHOOD	STRATEGY	PRIORITY
Alumni Engagement	No attendance at alumni events & no mentorship		Updated on social medias & maintain communication	
Financial Risks	Not reaching our fundraising goal & funds misuse		Develop fundraising strategies & maintain budget reporting	
Poor Documentation	Miscommunication & ineffective decision making		Create a documentation system & weekly check-ins	

I. Executive Summary

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PROPOSED BUDGET

Revenue Breakdown

\$28,500

Our foundation has three primary revenue streams, **partnerships**, **donations**, and **grants**. The funds earned through partnerships refers to our coordination with other DECA groups in our chapter. These groups rely on our account for a **secure** and **accessible** place to store funds. Grants is the money the Danvers DECA Falcons Foundation directly takes in through our own **initiatives** and **grant writing**. Donations account for the smallest portion of our revenue but are very impactful. They require **zero** allocation of resources from the foundation and illustrate the communities appreciation for our DECA chapter.

-Grants	+\$7,500
-Partnerships	+\$12,500
-Donations	+\$6,500

Expenses Breakdown

\$13,050


HEAT PRESS

Our foundation has various types of expenses.

School store equipment includes maintaining the heat press and purchasing new shirts and transfers.

Our chapter project support consists of buying materials for groups to execute their proposals. The student support refers to the funds awarded to the students to attend DECA events.

-School Store Equipment	-\$5,000
-Chapter Project Support	-\$1,000
-Student support	-\$7,050

REVENUE

\$28,500

EXPENSES

\$13,050

PROFIT

\$15,450

Execution

Phase One: Alumni Association

The Danvers DECA Alumni Association was established to keep past members connected and involved. We created a logo, an alumni email, and a database of former members to invite them to join. Outreach included social media posts and personalized welcome emails with a bimonthly newsletter highlighting events, projects, and celebrations. Moving forward, we plan to add a volunteer sign-up form and use the newsletter and social media to further engage alumni and promote the association within the school.

Phase Two: Grants

The grants section worked to expand financial resources for Danvers DECA by researching grant opportunities that aligned with the project's mission, gathering all required organizational documents, and creating a structured grants file to track deadlines and materials. We drafted clear, detailed proposal materials and submitted the first full application, with additional applications underway. This phase strengthened the chapter's ability to secure sustainable outside funding, helping ensure long-term support for DECA projects and student involvement.

Phase Three: Project Engagement

In phase three, our team worked directly with other DECA projects to support their goals through communication, resource sharing, and financial coordination. By giving these groups access to the Falcons Foundation's charitable account, they could manage funds more easily and run their own fundraising. This phase strengthened collaboration across the chapter and increased the overall impact of multiple DECA initiatives.

I. Executive Summary

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Grant Goal

The goal of this grant is to establish a hands-on Maker Space at Danvers High School that allows students to design, create, brand, and produce real products tied directly to entrepreneurship, marketing, and career readiness curriculum. This space will support project-based learning by enabling students to move beyond theoretical business plans and into real-world product development, mirroring authentic small business and startup environments.

Through access to professional-grade equipment, students will gain experience in product design, branding, customization, cost analysis, pricing strategies, and operations, while also developing technical and creative skills increasingly valued in modern workplaces.

Description of Materials Requested

The requested Maker Space Package is an all-inclusive, turnkey academic lab designed specifically for educational use. The package includes:

- Brother Stitch Embroidery Machine
- Brother Scan N Cut
- Brother Sublimation Printer
- Mug Press
- Starter kits with practice vinyl, embroidery supplies, and sublimation products
- Delivery

This equipment will allow students to create customized apparel, promotional items, branded merchandise, and prototypes tied to entrepreneurship and marketing projects



ISSUES FACED:

REACHING OUT TO GRANTS

ALUMNI ENGAGEMENT

SCHEDULING CONFLICTS

OBSERVING ALUMNI SATISFACTION

Controlling

SOLUTIONS APPLIED:

- Connect with companies
- Detailed description of Falcons Foundation
- Direct Contact with alumni
- Personally connecting with alumni
- Communication on schedules
- Documenting progress
- Bimonthly newsletters
- Google Forms

Lessons Learned

Project Section

Strengths

Weaknesses

INITIATING	Strong rationale for the project with a clear and concise statement of the problem.	The challenges are significant, and we must identify a solution that is equitable and benefits all stakeholders.
PLANNING & ORGANIZING	Our goals are SMART (Specific, Measurable, Attainable, Relevant, and Time-bound) with a clear schedule.	Our schedule and the milestones to meet them weren't exact because it took us longer to reach them.
EXECUTION	We worked together to find solutions to any given problems that would help improve our project.	We had trouble connecting with grant organizations, and fostering relationships with alumni.
MONITORING & CONTROLLING	We learned initiative and how to utilize different tools to enhance the Danvers DECA Falcons Foundation.	We had trouble finding reasonable tools for the monitoring section of our project.

EVALUATION OF KEY METRICS

METRIC

EVALUATION

# Of Projects Funded	→	4 (SUCCESSFUL)
Money Raised	→	\$28,500 (SUCCESSFUL)
Alumni Contacted	→	21 (SUCCESSFUL)

II. Initiating

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A. Statement of the Problem

FINANCIAL BREAKDOWN OF FEES	SYSTEM CONSTRAINTS	EXTERNAL DEPENDENCIES
Cost Analysis: -District Competition and National Dues: \$110 per student -State CDC: \$550 per student -ICDC: \$2,000+ per student	Problem: -There's a bottleneck in the current system Impact areas: -Emergency expenditures -Cash Flow Management Operational Impact: -Multiple layers of system approval cause significant delays in funding	School Store Operations: -High external vendor dependency for merchandise production -Elevated cost of goods sold due to third-party manufacturing -Limited inventory control capabilities Project Implementation: -Restricted funding sources for student initiatives -Limited ability to secure corporate partnerships -Absence of sustainable funding mechanisms

These interconnected challenges create a systemic barrier to chapter growth and student success by limiting financial flexibility, delaying access to critical resources, and constraining long-term planning. A detailed cost analysis highlights the financial strain placed on students and the chapter, with participation fees totaling approximately \$110 per student for District Competition, \$550 per student for the State Career Development Conference (CDC), and more than \$2,000 per student for the International Career Development Conference (ICDC). Within the current structure, significant bottlenecks exist due to multiple layers of required approval, resulting in delayed fund transfers that negatively impact emergency expenditures, cash flow management, and timely project execution.

B. Project Scope

The scope of this project focuses on strengthening the chapter's financial sustainability and community engagement through the establishment of clear revenue goals and structured systems. Financially, the project targets generating \$15,000 in revenue and implementing a reliable financial reporting system to support transparency and accountability. In addition, the project emphasizes building community partnerships, increasing alumni involvement, and creating a consistent revenue stream to meet ongoing chapter funding needs.

RATIONALE

- Current chapter funding needs enhancement to support member activities
- Need for consistent revenue stream to support chapter operations
- Opportunity to provide hands-on business experience to DECA members

EXPECTED BENEFITS

- Generate sustainable funding for chapter activities
- Provide practical business experience for DECA members
- Create stronger connections with the school community
- Develop students' entrepreneurial and sales skills

PROJECT DELIVERABLES

Financial:

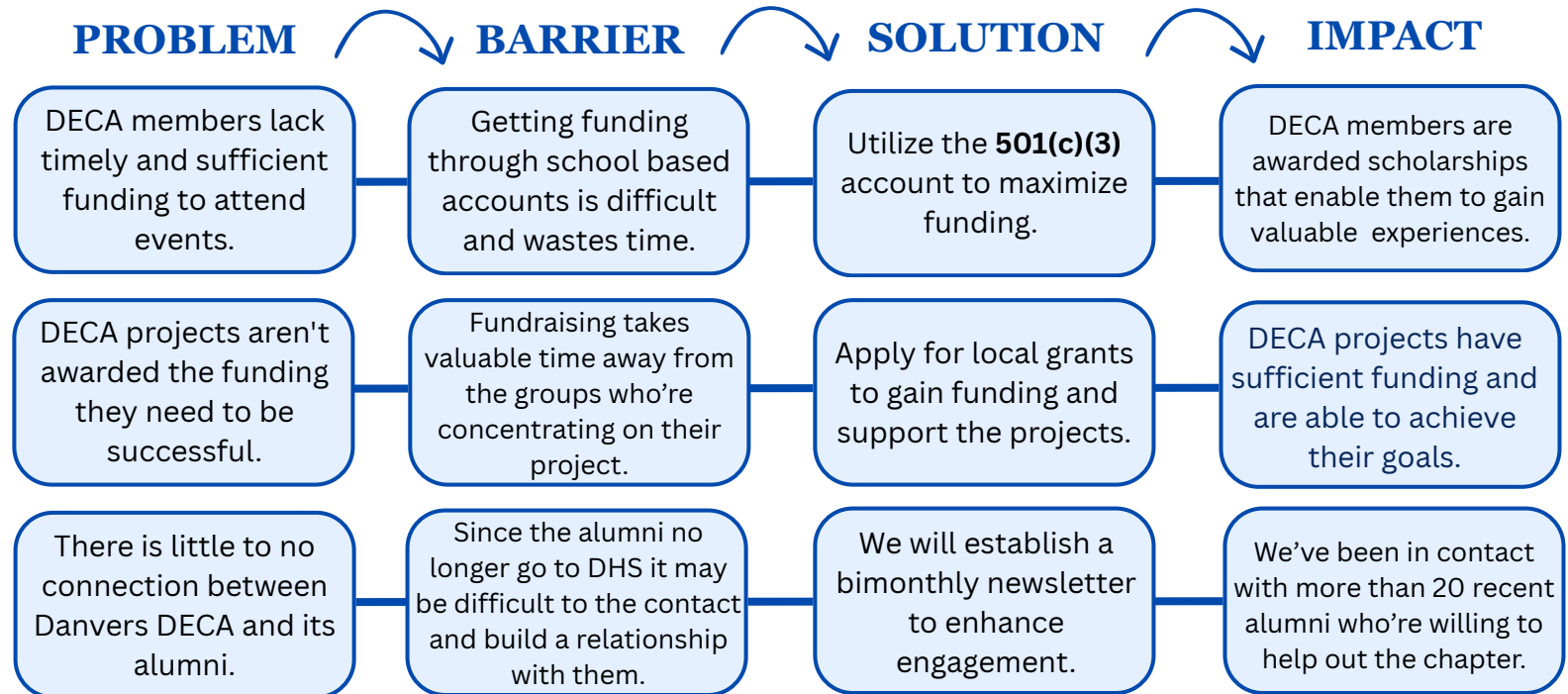
- Revenue Target **(\$15,000)**
- Financial Reporting System

Community Engagement:

- Number of community partnerships established
- Alumni involvement **(20 members)**

II. Initiating

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With the recent **rise in costs** to attend DECA events and attain important project materials along with the tremendous **growth of the chapter**, it was more important now more than ever to have a reliable funding system to address the chapters needs, support students, and call upon its past members to support it's continued growth.

III. Planning And Organizing

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A. Project Goals

OVERALL PROJECT GOAL

The project focuses on enhancing financial access, supporting DECA initiatives, and optimizing resource management. Its goals include expanding DECA participation by providing financial support and assisting in raising a total of \$15,000 for projects, with funds carefully tracked. The initiative also aims to strengthen DECA by supporting four different projects, allocating at least \$1,000 to each. Additionally, the project seeks to improve resource management by streamlining payment processing, reducing average financial transfer times to three days, and documenting transaction efficiency to ensure measurable and sustainable outcomes.

Primary Goal: Expand DECA Participation through financial support

Specific Target: Assist in raising a total of \$15,000 to support DECA projects by coordinating fundraising efforts, securing donations or sponsorships, and effectively managing collected funds. This target ensures sufficient financial resources are available to expand participation, cover project-related expenses, and enhance the overall impact and quality of DECA initiatives.

Measurable Outcome: Establish and maintain a secure, auditable bank account to accurately track all funds raised, ensuring transparent financial reporting and accountability for all transactions.

III. Planning And Organizing

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Secondary Goal: Strengthen other DECA projects

Specific Target: Assist in raising a total of \$15,000 to support DECA projects by coordinating fundraising efforts, securing donations or sponsorships, and effectively managing collected funds. This target ensures sufficient financial resources are available to expand participation, cover project-related expenses, and enhance the overall impact and quality of DECA initiatives.

Measurable Outcome: Establish and maintain a secure, auditable bank account to accurately track all funds raised, ensuring transparent financial reporting and accountability for all transactions.

Tertiary Goal: Streamline Payment Processing Efficiency

Specific Target: Reduce the average financial transfer processing time to three days by streamlining approval workflows, improving coordination with financial institutions, and implementing clear internal procedures.

Measurable Outcome: Track and document all transaction processing times to monitor efficiency and support continuous improvement in operations.

B. Human Resource Management Plan

STUDENT OFFICERS

ROLE	MEMBER	RESPONSIBILITIES	SKILLS
Operations Manager	 Ben Wilhelm	-Oversee daily operations -Allocate resources -Funding supervision -Identify production inefficiencies -Ensure timely completion of project milestones	Skilled in operations management, resource allocation, and funding oversight, with strengths in workflow improvement and supplier coordination.
Chief Marketing Officer	 Sienna Goldberg	-Lead Marketing Campaigns -Develop marketing strategy -Market research and analysis -Communication with sponsors and alumni -Brand management	Strong in design, social media outreach, and volunteer coordination. Experienced in brand promotion, community engagement, and strategic communication.

BOARD MEMBERS

President	 Katie Symmes	-Organizes meetings -Solution integration -Leadership implementation -Monitor Performance	Skilled in leadership, organization, and performance management, with skills in coordinating meetings, integrating solutions, executing contracts, and driving team effectiveness.
Treasurer	 Sheila Oullette	-Oversee financial decisions -Manage 501(c)(3) foundation -Implement budget -Financial reports	Skilled in nonprofit financial management, with experience overseeing budgets, grants, and 501(c)(3) foundation operations, while ensuring accurate reporting and responsible financial decision-making.
Secretary	 Torrey Winterton	-Maintain official foundation records -Document meetings -Manage organizational communication -Coordinate Board Activities	Experienced in organizational administration, skilled at maintaining foundation records, documenting meetings, managing communications, coordinating board activities, and overseeing compliance documentation.

III. Planning And Organizing

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ADVISORY MEMBERS

Meghan Beaulieu - Danvers DECA Advisor

Advisory Members of the Falcons Foundation serve in a non-voting capacity. Their primary responsibilities include offering guidance on projects, contributing to program development, and assisting with the planning and organization of foundation initiatives.

Our human research plan was a central driver of the project's **efficiency**, **collaboration**, and **professional execution**. Each team member's role was clearly defined, ensuring balanced leadership across operations, marketing, finance, and advisory support. The **Operations Manager** streamlined daily workflow and funding allocation, enabling smooth resource distribution and timely milestone completion. Meanwhile, the **Chief Marketing Officer** led branding, outreach, and alumni engagement, fostering the project's visibility and long-term growth through strong communication and community relations. The **advisory board** provided guidance, oversight, and expertise in nonprofit management, adding credibility and strategic direction.

C. Schedule

i. Milestone

To ensure we achieved our goals in a timely and effective manner, we established three key milestones throughout the project. These milestones served as clear benchmarks that allowed us to track our progress and stay organized as we moved forward. By using these milestones as measuring tools, we were able to regularly reflect on our accomplishments, evaluate what strategies were working successfully, and identify areas that required improvement.

1 Engage With Four Different Projects

Conduct a comprehensive review of chapter projects to assess the feasibility of their fundraising strategies. Establish and maintain direct communication with each project to facilitate ongoing support and coordination. Continuously monitor their progress toward achieving monetary goals, while evaluating the overall effectiveness of their fundraising efforts to ensure optimal outcomes. Upon verification of milestones and compliance, promptly transfer the raised funds into the Danvers DECA account to support project implementation.

2 Raise \$15,000 Through Our 501(c)(3)

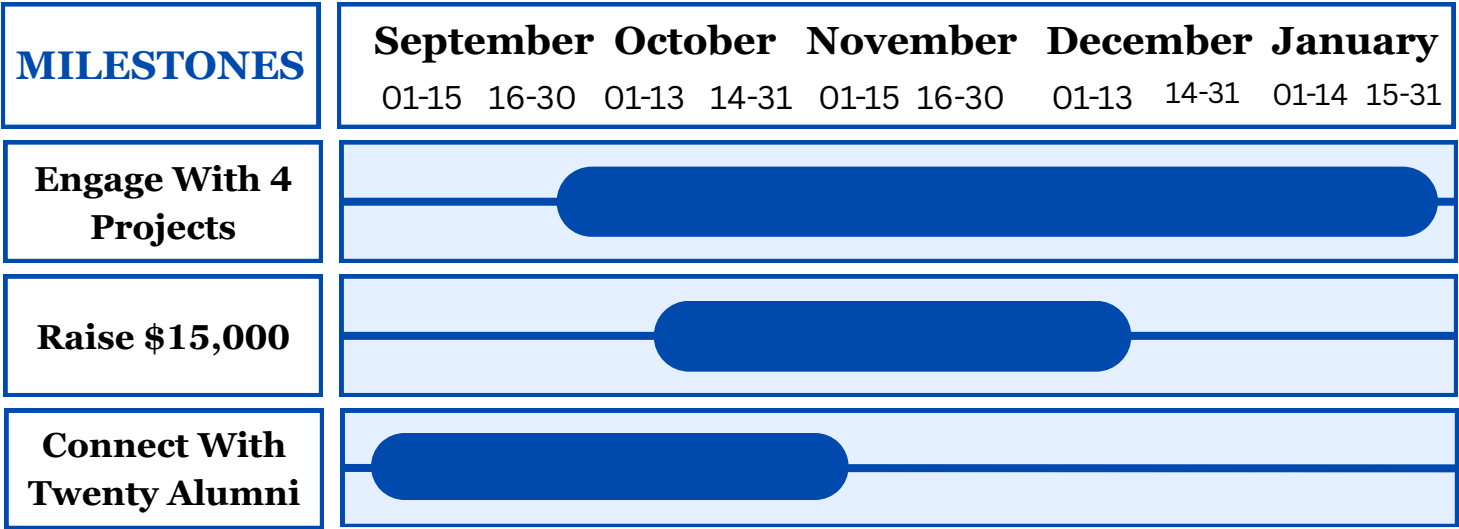
In order to raise our goal of \$15,000 through the execution of Falcons Foundation, we will raise money through partnerships, grants, and donations. In addition, money that other Danvers DECA projects raise will also count towards our milestone of \$15,000. Raising this money not only helps our project, but also helps other Danvers DECA projects and students to strive to give them the best experience they can in Danvers DECA.

III. Planning And Organizing

3 Connect With Twenty DECA Alumni

To reach this milestone, we have a goal of connecting with 20+ alumni. To connect with these alumni, we will post on social media platforms, giving individuals the opportunity to join the Danvers DECA Alumni Association. This outreach will help strengthen the foundation of the Danvers DECA Alumni Association by building a supportive network of former members who can contribute their time, experience, and resources.

ii. Timeline to Reach Each Milestone



D. Quality Management Plan

METRIC CATEGORY	TARGET	METRIC	MEASUREMENT
Fundraising Progress	Raise \$15,000	% Of Goal Raised	Fundraising Tracker
Community Engagement	Support four DECA Projects	# Of Projects Funded	Organizational Spreadsheet
Alumni Participation	Connect with 20 Alumni	# Of Alumni Engaged With	Alumni Database Tracker

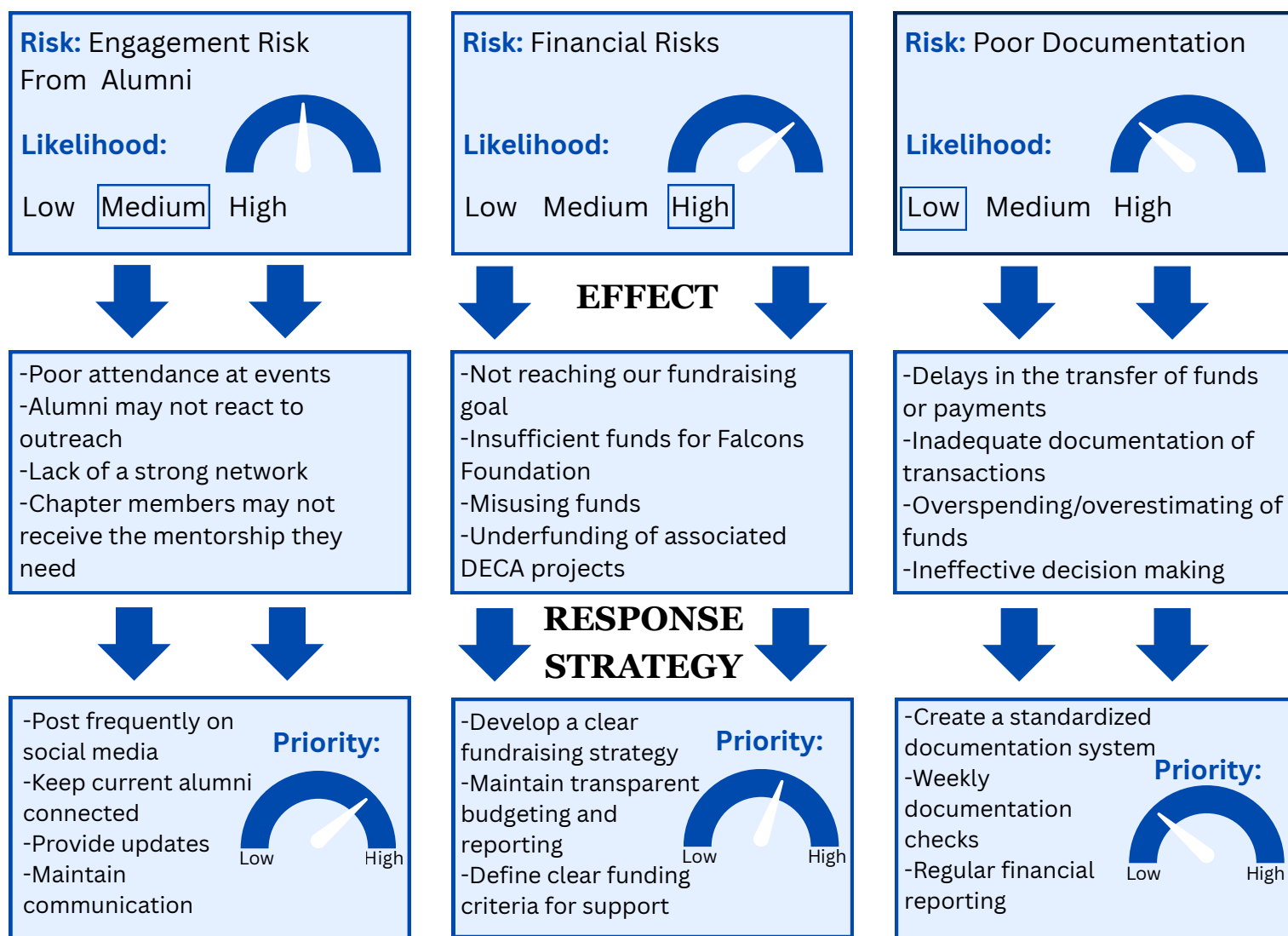
III. Planning And Organizing

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E. Risk Management Plan

A risk management plan outlines potential challenges that could impact the project's success and strategies to prevent or respond to them. It identifies **potential risks**—such as **Alumni Engagement**, **Financial Risks**, and **Poor Documentation**—and ranks them by **likelihood** and **effect** on the project. The plan also details **response strategies**, like posting frequently on social medias, developing clear fundraising strategies, creating standardized documentation systems, and much more. Overall, it ensures the team is prepared to handle problems effectively and keep the project on track.

POTENTIAL RISK



F. Proposed Project Budget

This project was formulated based off of **financial data** of past years and our **current goals**. Using this we developed a detailed budget to help achieve these objectives. As part of this budget we took into account activities, events, expenses, and projected income. Although, we had expenses, such as funding students to go to the district competition or states, and also funding other Danvers DECA projects that need help getting started.

III. Planning And Organizing

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ANNUAL PROFIT BREAKDOWN

Revenue

PARTNERSHIPS

\$12,500

GRANTS

\$7,500

DONATIONS

\$6,500

Expenses

School Store

\$12,500

Chapter Project

\$7,500

Student

\$6,500

FIGURE 1.1

Profit

\$15,450

All of our profit will be reinvested back into the chapter through various means, including our new makerspace. **Figure 1.1**

outlines the invoice for this makerspace as part of our grant proposal. As seen here, keeping a detailed account of our revenue, expenses, and profit was a critical part of maintaining organization within our project.

Detailed Budget	
Item	Cost
Maker Space Package (equipment & starter supplies)	\$3,500.00
Delivery	\$125.00
Total Requested	\$3,625.00
Vendor: Applied Academic Labs	
Terms: Net 30 days from receipt of goods	
Quote Validity: 30 days	

GRANTS

The Falcons Foundation's revenue is supported through grant funding, which is applied for and awarded directly to the organization.

Figure 1.2 displays the typical steps to apply for a grant. Since these grants are secured independently, the funds are allocated directly to the Foundation, providing greater flexibility and control over how the resources are used. This unrestricted access allows the chapter to respond effectively to a variety of needs, including establishing an emergency fund, offsetting student expenses for SCDC or ICDC participation, and reducing financial barriers to competitive opportunities. In addition, grant funds may be directed toward creating scholarships for DECA students or supporting chapter and project-based initiatives. This funding model strengthens financial stability, enhances equity and accessibility, and ensures that resources can be strategically deployed to best support student success and organizational growth.

FIGURE 1.2

Impact Grants

Support for organizations that are advancing Economic Inclusion and Mobility in our communities in five strategic areas:

- Advancing equity in the small business ecosystem
- Enriching early childhood development (0-5)
- Securing safe and affordable housing
- Promoting workforce development
- Innovating in economic inclusion and mobility

Impact Grants have a two-step process for consideration:

STEP 1: A Letter of Inquiry can be submitted online at any time and, if determined to be in line with our funding priorities, your organization may be invited to complete an application.

STEP 2: Complete an Application. Requests for Impact Grants may require further discussion and generally take 30-60 days for a decision, depending on the scope of the proposal.

How to Apply

- All proposals must be submitted online through our portal.
- We will not accept paper or email requests.
- If you are a first-time applicant on our online system, you will need to register yourself as a new user.
- Your email address is your unique identifier and can be associated with only one organization.
- If you are affiliated with more than one organization, please obtain additional email addresses and register each organization separately.

[Click Here for Details on How to Apply](#)

[Apply Here](#)

Chat

PARTNERSHIPS



The Falcons Foundation's revenue is partially funded by **partnerships**, these are grants earned by other Danvers DECA projects, that are included in the budget of the account. As of **January of 2026**, two Danvers DECA projects received grants for their projects that were transferred through our **501(c)(3) account**. Thanks to our 501(c)(3) the funds are directly processed through the accounts and are immediately available to these groups to utilize however they want potential. As a result of this funds are constantly being moved in and out of the account.

III. Planning And Organizing

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One example of a Danvers DECA project that was enhanced through this methodology was **Hometown Salute**. This project applied for a **Winchester Savings Bank** grant. From this, they received a **\$500** grant which was paid to the order of Danvers DECA Falcons Foundation. (Shown in **Figure 1.3**). The money being transferred through our **501(c)(3)**, helped eliminate the multiple layers of cash flow and not have delays in funding. This immediate funding access helps the project to make the necessary purchases for the mission quicker, with better knowledge of their incoming funds. Thus the message and target goals of the project are effectively promoted through this efficient funding.

FIGURE 1.3



FIGURE 1.4

From: mrgowalski@comcast.net <mrgowalski@comcast.net>
 Date: Fri, Nov 14, 2025 at 7:42 PM
 Subject: donation to DECA
 To: meghanbeaulieu@danvers.org <meghanbeaulieu@danvers.org>

Hi Meghan-
 My husband and I are old enough to have minimum distribution requirements from an IRA. Is there any way to make a Qualified Charitable Distribution from an IRA to donate to DECA? I know that DEEP is a charitable organization, but I do not know how to donate to DECA. You do such a great job!
 Please let me know ASAP. Charitable distributions must be made before December 31, and we have to plan.
 Thanks so much.
 Maryann Kowalski

DONATIONS

The final way that The Falcons Foundation is funded is through donations. When posting on social medias, people from the general public can reach out hoping to donate to Danvers DECA. These donations come into our 501(c)(3) account. Donations can be used in many ways to help enhance Danvers DECA. One prime example of a donation is shown in **Figure 1.4**. Mrs Kowalski choose Danvers DECA as her Qualified Charitable Donation. She generously donated **\$5,000** to Danvers DECA, which was sent through our **501(c)(3) account**.

EXPENSES

The money that comes through the **501(c)(3)** is utilized in a number of ways. The expenditures include **student support**, other **DECA projects**, **school store equipment**, and other **DECA dues**. Our support for other DECA projects includes providing them with immediate funding to accomplish their mission. Assisting the school store equipment requires funds for all the prints, shirts, and routine maintenance check ups needed to operate the school store effectively. DECA dues are necessary expenses paid by the chapter towards the DECA organization as well as the expenses for trips and competitions.

Sector	# of Students	\$ Per Student	Total
DISTRICTS	10	\$110	\$1100
STATES	4	\$550	\$2200
ICDC	3	\$1,250	\$3,750
Grand Total:	14	\$660	\$7,050

One of the most effective uses of the money that Falcons Foundation is in control of, is **student support**. Every year, there are a handful of students that need a little financial help in order to participate in DECA. Around **10 students** are supported through **districts**, which is **\$110 per student**. There are around **4 students** supported for **states** which is **\$550 per student**. Overall, Falcons Foundation supports an average of **14 students**, and spends around

\$3300 in total for student support every year. Enabling these students to compete at competitions such as the state conference or ICDC has many benefits for the student and chapter, including, the practical business experience for the student, the promotion of the chapter events, and the increased potential for connection between members of our chapter and others.

IV. Execution

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PHASE ONE - ALUMNI ASSOCIATION

ESTABLISH ALUMNI ASSOCIATION

Establishing an Alumni Association is an important phase in our project. We created the Danvers DECA **Alumni Association logo**. Shown as **Figure 1.5**. We also developed an email for alumni to connect with us through. This email can also be used to apply for grants in phase two, or connecting with current projects. Additionally, we began building a **database** of past members to reach out and invite them to join the association, ensuring that alumni can stay involved, share their experiences, and give guidance as well as support for the growth of current DECA members.



FIGURE 1.5

CONNECT WITH ALUMNI

After creating the Alumni Association, we posted on **social medias** such as Facebook and Instagram in attempts to gain **awareness** about the Alumni Association. Alumni who were interested, were asked to email the Danvers DECA Alumni Organization to receive a **bimonthly** email. We received upwards of **20** emails from alumni who were eager to support. To follow up we sent a welcome message with an attached newsletter. (**Figure 1.6**). Moving forward, we plan to integrate a volunteer sign-up form to **strengthen connections** between alumni and current DECA members.

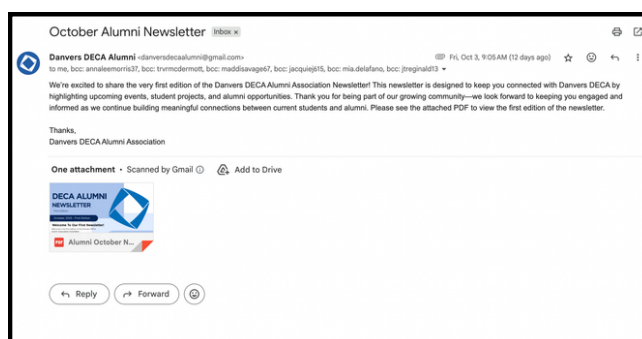


FIGURE 1.6

CREATE NEWSLETTER

Once we reached out to alumni who wanted to be a part of the Alumni Association, we created a **newsletter** to send to alumni. (**Figure 1.7**). This newsletter included upcoming important dates, current spotlighted projects, and celebrations of past/current projects as well as Google forms with surveys for what the alumni wish to be featured as part of the newsletter. The forms saw solid participation with around a **dozen** members responding. Our second newsletter, which was published in December is shown in **appendix**. This newsletter additionally consisted of all of Danvers DECA members district placements. These newsletters can be used for more purposes such as posting on social medias to gain more **recognition** on the Alumni Association and posting it throughout Danvers High School as a promotional tool for Danvers DECA.

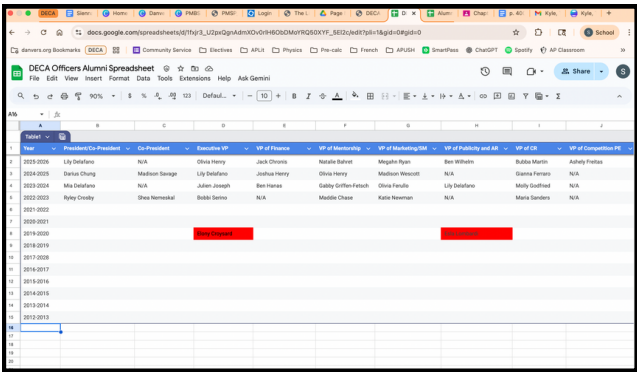


FIGURE 1.7

IV. Execution

BUILD FORMER OFFICER DIRECTORY

One issue that we came across while attempting to reach alumni is that Danvers DECA does not have a list, or spreadsheet of all of the former Danvers DECA officers. This led us to try and **track down** possible **alumni connections** through other means, such as directly messaging (DM) on Instagram, or through word of mouth. As a result our alumni network didn't spread as we hoped so we implemented **measures** for future years to make it easier to get a hold of former DECA members. These measures included keeping a **running list**, seen in **Figure 1.8**, of the former members and trying to **maintain contact** with them. So far we're keeping a list dating back from 4 years ago to the present officers.



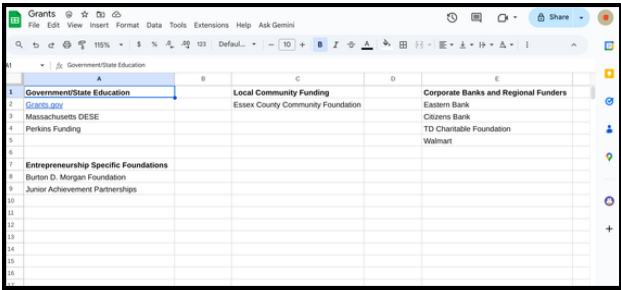
Year	President/Co-President	Co-President	Secretary VP	VP of Finance	VP of Membership	VP of Marketing/PR	VP of Publicity and All	VP of Outreach	VP of Competition
2019-2020	Lily DeLafra	N/A	Olivia Henry	Jack Daniels	Natalie Babin	Meghan Ryan	Ben Withers	Rakia Martin	Abby Peltier
2020-2021	Sarah Chung	Madison Stange	Lily DeLafra	Justin Henry	Olivia Henry	Madison Stange	N/A	Sarah Chung	N/A
2021-2022	Max DeLafra	N/A	Adam Joseph	Ben Hanes	Gabby Griffin-Patch	Olivia Henry	Lily DeLafra	Molly Stifford	N/A
2022-2023	Riley Crosby	Olivia Henry	Adam Joseph	N/A	Madison Chase	Katie Newman	N/A	Maria Sanders	N/A
2023-2024									

FIGURE 1.8

PHASE TWO - GRANTS

RESEARCH

The first step in our grant acquisition process is conducting thorough research to identify relevant local foundations and grant opportunities. This involves using online databases, community foundation directories, and organizational websites to locate funding sources that align with our project's mission and goals. Priority is placed on grants that support initiatives similar to ours in terms of target population, geographic focus, and impact area. We also evaluate each foundation's funding history, typical award size, and application cycles to ensure strategic alignment. By taking a comprehensive and targeted approach to research, we maximize our chances of identifying high-potential funding opportunities rather than applying broadly without direction.



Government/State Education	Local Community Funding	Corporate Banks and Regional Funders
Grants.gov	Essex County Community Foundation	Eastern Bank
Massachusetts DESE		Citizens Bank
Perkins Funding		TD Charitable Foundation
Entrepreneurship Specific Foundations		Walmart
Burton D. Morgan Foundation		
Junior Achievement Partnerships		

FIGURE 1.9

ORGANIZE BY ELIGIBILITY REQUIREMENTS

After identifying potential grants, the next step is to organize them in a clear and strategic way based on their specific eligibility criteria. This includes grouping grants by factors such as applicant type (nonprofit, student-led initiative, or individual), geographic restrictions, funding priorities, and required qualifications. Creating a detailed spreadsheet or database allows us to keep track of key information like deadlines, required materials, award amounts, and application complexity. With everything organized in one place, we can quickly filter out opportunities that are not a good fit and focus our attention on those that align with our goals. Additionally, prioritizing grants based on deadlines and level of effort helps us manage our time effectively and stay on track. Overall, this organized approach increases efficiency, reduces wasted effort, and improves our chances of successfully securing funding.

IV. Execution

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CREATE A STANDARDIZED GRANT DOCUMENT FILE

To streamline the application process, we develop a standardized grant document file that contains all core components commonly required in proposals. This includes our mission statement, needs assessment, project description, budget outline, and impact metrics. By preparing these materials in advance, we reduce redundancy and ensure consistency across all applications. The document is designed to be adaptable, allowing us to easily tailor specific sections to meet the unique requirements of each grant. This approach not only saves time but also improves the overall quality and professionalism of our submissions, as each proposal is built from a well-developed and cohesive foundation.

SUBMIT DETAILED PROPOSALS

The final step is submitting customized, high-quality proposals for each targeted grant opportunity. While we utilize our standardized materials, each application is carefully tailored to reflect the specific priorities, language, and evaluation criteria of the funding organization. This includes aligning our goals with the foundation's mission, addressing all required prompts, and ensuring that every detail—from formatting to supporting documents—is complete and accurate. We also track submission deadlines and maintain organized records of all applications. By prioritizing attention to detail and customization, we increase our likelihood of standing out to funders and successfully securing financial support.

PROCESS GRANTS THROUGH 501(C)(3)

Once a grant is awarded, the funds are processed through the 501(c)(3) account using a structured financial workflow to ensure compliance and accountability. First, the grantor issues the funds either via direct deposit, check, or reimbursement, which are then deposited into the nonprofit's dedicated bank account. The funds are recorded in the organization's financial system under a specific grant category, allowing them to be tracked separately from other revenue. From there, all spending tied to the grant must follow a pre-approved budget, meaning funds are only used for the exact purposes outlined in the proposal. Any expenses are documented with receipts and logged to maintain a clear audit trail.

PHASE THREE - PROJECT ENGAGEMENT

MISSION MONEY FUNDING

One of the most successful aspects of our initiatives is providing support for other Danvers DECA projects. One example is Mission Money, which teaches financial literacy to elementary school students. To run the program effectively, Mission Money needed funding for educational materials such as Play-Doh, the board game Operation ([Figure 2.1](#)), colored paper, and other art supplies used for interactive activities and simulations. The project had an estimated budget of \$150, which was fully funded by the Falcons Foundation. This demonstrates how funds generated by our 501(c)(3) help support and strengthen other Danvers DECA initiatives, creating a more collaborative and enriching environment for the Danvers DECA community.



FIGURE 2.1

IV. Execution

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SHARK ACADEMY FUNDING

Shark Academy is one of the chapter's key projects, with a mission to enrich the financial education of youth within the local community. Due to the scope and impact of the program, the project requires substantial funding to operate effectively and maintain a high-quality learning experience. Our account has played a critical role in supporting Shark Academy by covering essential expenses that directly contribute to the program's success. This support includes approximately **\$650** in printing costs for materials such as flyers, name tags, and other organizational resources that are vital for effective outreach, coordination, and event execution. In addition, the fund has provided awards for participating students, with an estimated cost of **\$30**, recognizing student involvement and achievement while encouraging continued engagement. Overall, the financial support provided through our account has had a significant and lasting impact on Shark Academy. By alleviating key financial barriers, the funding has enabled the program to expand its reach, enhance its educational offerings, and create a more immersive, intellectually enriching experience for the children it serves.



FIGURE 2.2

V. Monitoring and Controlling

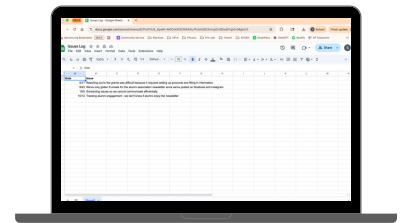
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A. Monitoring

SCHEDULE

We developed and implemented a structured schedule to ensure that each milestone of our project was completed efficiently and within an appropriate timeframe. To manage this process, we utilized Google Sheets as our primary organizational tool, allowing us to create a centralized system for tracking progress and assigning responsibilities. This platform enabled us to maintain a clear and detailed overview of our workflow, document specific tasks, and monitor the completion of each stage in real time. Additionally, we used Google Sheets to record, analyze, and address any challenges or obstacles that arose throughout the project timeline, ensuring that issues were resolved promptly and effectively. Beyond internal tracking, the platform also served as a valuable resource for organizing our external outreach, as we documented each point of contact made with alumni, tracked responses, and maintained consistent and professional communication. This level of organization ultimately improved our efficiency, accountability, and overall project execution.

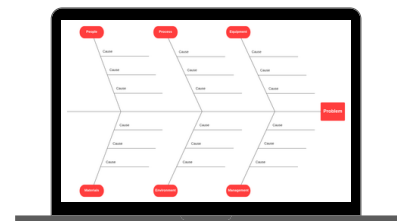
GOOGLE SHEETS



PROJECT QUALITY

By systematically evaluating the quality and impact of the programs and initiatives we support, the foundation ensures that resources are utilized efficiently and outcomes align with our strategic objectives. This ongoing oversight enables the identification of areas for improvement, facilitates data-driven decision-making, and helps maintain high standards of performance. Moreover, consistent quality monitoring enhances stakeholder confidence—including donors, partners, and participants—by demonstrating our commitment to accountability and excellence. Ultimately, this focus on project quality not only safeguards the foundation's reputation but also maximizes the impact of our efforts to support student development and achievement through DECA activities.

CAUSE & EFFECT CHART



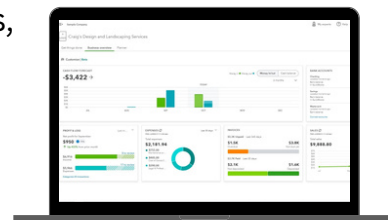
V. Monitoring and Controlling

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BUDGET

The Danvers DECA Falcons Foundation's budget serves as a crucial monitoring tool by establishing clear financial benchmarks and enabling continuous oversight of actual spending against projections. This allows the foundation to identify variances early, make necessary adjustments, and ensure funds are used efficiently to support its programs. Additionally, the budget promotes accountability and transparency, fostering effective communication with stakeholders and guiding informed decision-making to help the foundation achieve its mission and project goals.

ACCOUNTING SOFTWARE



B. Controlling

ISSUES FACED

Reaching Out To Grants

We encountered significant challenges when applying for grants, including finding grants that fit our mission and filling out the paperwork properly.

Alumni Engagement

At first, our social media outreach on Facebook and Instagram received minimal engagement from alumni interested in joining the association.

Scheduling Conflicts

Balancing rigorous academics, athletics, and extracurriculars often limits the time we have to communicate effectively for our project.

Observing Alumni Satisfaction

As alumni are no longer in DHS, we have no way to communicate to see whether they are happy with the alumni association and what we can improve.

SOLUTIONS APPLIED

We tried to connect with more local companies organizations. We also made sure to include a detailed description of all aspects of our projects when applying.

Directly contacting alumni giving them an invite instead of waiting for them to respond to us. We personally asked them to join the alumni association and send us their emails.

We coordinated around practices and after-school commitments by meeting during available times. We used a shared Google Document to track and communicate our progress.

Sending out bimonthly forms for alumni to fill out to get a better understanding of alumni satisfaction. We do this so alumni can be content with the alumni association program.

VI. Closing the Project

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A. Evaluation of Key Metrics

Key metrics for Falcons Foundation include tracking **engagement**, **growth**, and **impact**. Important **indicators** include the amount of money raised, projects supported and alumni connected with. Financial metrics such as donations, sponsorships, and grants measure the success of the **501(c)(3)** component. Additionally, these key metrics help **evaluate** how effectively the association supports **student development** and strengthens long-term connections within the DECA community.

TARGET EVALUATIONS

METRIC	MEASUREMENT	ACTUAL	EVALUATION
# Of Projects Funded	Organizational Spreadsheet	4 Projects	SUCCESSFUL
Money Raised	Fundraising Tracker	\$28,500	SUCCESSFUL
Alumni Contacted	Alumni Database	21	SUCCESSFUL

ANALYZING OUR IMPACT

1 ENGAGE WITH 4 SEPARATE PROJECTS

To ensure the success of the Falcons Foundation project, we developed a comprehensive strategic plan centered on cultivating meaningful partnerships and **promoting** collaboration with four distinct Danvers DECA projects. Our approach emphasized clear communication, mutual support, and aligning our efforts with the specific needs of each group. To effectively track our outreach and measure progress, we implemented a detailed and organized spreadsheet system that documented each group we supported, the type of assistance provided—whether **logistical**, **financial**, or **advisory**—and key milestones achieved throughout the process. This system also allowed us to monitor timelines, assign responsibilities, and evaluate the overall effectiveness of our involvement. Through consistent communication and proactive engagement, we have successfully collaborated with all **four** target groups, providing them with tailored support that helped advance their individual goals.

VI. Closing the Project

2 RAISE \$15,000

To effectively evaluate the success of our DECA project, we established a **measurable** financial goal of raising **\$15,000** through a combination of grants, donations, sponsorships, and funding generated by other DECA projects. All profits from participating Danvers DECA initiatives are processed through the Falcons Foundation bank account, ensuring that all financial activity remains transparent and centralized. This account operates under a registered **501(c)(3) nonprofit foundation**, which was implemented to streamline cash flow, maintain financial accountability, and allow for efficient management of funds. Through the use of a fundraising tracker we were able record the amount of funds we raised. So far the account has gained **\$28,500** in revenue. By utilizing this structure, the Falcons Foundation ensures that all financial resources are properly allocated to support both current and future DECA initiatives in a sustainable and organized manner.

3 CONNECT WITH 20 ALUMNI

To ensure the success of our project, our goal was to connect with over 20 alumni. We aimed to foster **communication** between **current and future alumni** to strengthen the Danvers DECA program. As of **October 27th**, we successfully reached our target of **20 alumni** connections. Moving forward, we plan to continue **expanding** the alumni network to increase **engagement** and **collaboration**. This aspect of our project is essential, as a strong alumni association provides valuable mentorship, guidance for current projects, and the development of new ideas.

B. Lessons Learned

Throughout the project, our team demonstrated strong collaboration and problem-solving, especially during the initiating and execution phases as we identified ways to improve the Danvers DECA Falcons Foundation. The project was guided by a clear rationale, a defined problem statement, and SMART goals with a schedule. However, we faced challenges during planning and monitoring, including connecting with grant organizations, building alumni relationships, identifying monitoring tools, and meeting milestones. As the project progressed, we developed solutions to support stakeholders and strengthen the initiative’s impact.

Project Section	Strengths	Weaknesses
INITIATING	Strong rationale for the project with a clear and concise statement of the problem.	The challenges are significant, and we must identify a solution that is equitable and benefits all stakeholders.
PLANNING & ORGANIZING	Our goals are SMART (Specific, Measurable, Attainable, Relevant, and Time-bound) with a clear schedule.	Our schedule and the milestones to meet them weren’t exact because it took us longer to reach them.
EXECUTION	We worked together to find solutions to any given problems that would help improve our project.	We had trouble connecting with grant organizations, and fostering relationships with alumni.
MONITORING & CONTROLLING	We learned initiative and how to utilize different tools to enhance the Danvers DECA Falcons Foundation.	We had trouble finding reasonable tools for the monitoring section of our project.

VI. Closing the Project

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C. Recommendations for Future Projects

The Danvers DECA Falcons Foundation should focus on **expanding** community partnerships, increasing **student involvement**, and strengthening **alumni connections**. By enhancing fundraising, digital outreach, and mentorship opportunities, the foundation can better support members' growth and ensure lasting success for future DECA teams.

HOLD ALUMNI EVENTS

In the future, the organization should host **multiple alumni events** designed to strengthen connections within the alumni network. These initiatives will serve to maintain meaningful **engagement**, encourage continued **involvement**, and inspire alumni to **support** and mentor the next generation of Danvers DECA members in achieving future project success.

EARLY APPLYING TO GRANTS

Applying for local grants **early** will result **stronger** funding outcomes. Early **preparation** allows **sufficient** time to complete **detailed applications**, provide clear project outlines, and meet all requirements. Local businesses are also more likely to contribute to well-organized initiatives, making early engagement essential for **maximizing funding opportunities** and building community support.

VII. Bibliography

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VIII. Appendix

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DECEMBER NEWSLETTERS



OCTOBER NEWSLETTERS

DECA ALUMNI NEWSLETTER
First Edition

October, 2025 - First Edition

Welcome To Our First Newsletter!
Welcome to the first edition of the Danvers DECA Alumni Association Newsletter!

To receive this newsletter, alumni sent their email addresses to danversdecalumni@gmail.com — thank you for being part of our growing network. This newsletter will keep you updated on competition dates, student projects, and future alumni opportunities.

Important Upcoming Dates

- **District Competition:** December 10th and 11th, 2025
- **State Competition:** March 12th–14th, 2026
- **National Competition:** April 25th–29th, 2026

DECA Celebrating Last Year's National Achievements

Gianna Ferraro and Kenzi Rourke won 5th place in the PMBS category with the project Catie's Closet. Gianna Ferraro and Kenzi Rourke led a DECA project supporting Catie's Closet, a nonprofit that provides clothing, toiletries, and essentials to students living in poverty. As student ambassadors, they organized a large donation drive at Danvers High School, collecting hundreds of clothing items and toiletries for children in need. They also partnered with Salem Five Bank, which awarded Catie's Closet a \$3,000 grant, and received donated boxes from a local company to help transport the goods. By promoting the drive on social media and working with local businesses, the team exceeded their donation goals and raised community awareness about childhood poverty. This project gave students hands-on experience in leadership, marketing, and community service while making a real impact on children's lives.

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Celebrating Last Year's National Achievements

October, 2025 - First Edition

Darius Chung, Kevin Ouellette and Charlie Morris won 6th place also in the PMBS category with the project Falcons Foundation. The Danvers DECA Falcons Foundation was started to ensure that money doesn't stop students from taking part in big DECA events like States (SCDC) or Internationals (ICDC). The team built a nonprofit organization to handle fundraising, donations, and business partnerships so students can get help paying for trips, projects, and supplies. Thanks to these efforts, the foundation gave out scholarships, supported several DECA projects, and even bought a heat press for the school store to lower costs and make more products. This means students get funding faster, trips are more affordable, and there are more opportunities to learn leadership and business skills. The Falcons Foundation is all about making DECA more accessible and giving every member a chance to succeed.

Spotlighted Projects

The Be Kind Legacy

The Be Kind Legacy is a DECA initiative led by students Natalie Bahret, Alejandro Bourdier, and Meghan Ryan to honor the life and lasting impact of Colleen Ritzer, whose kindness continues to inspire the DHS community. With a \$30,000 fundraising goal, the project will fund a permanent mural in the school library as a tribute to Ms. Ritzer and a daily reminder of compassion, resilience, and community values. By blending business strategy with service, the initiative unites local organizations, families, and students in collective fundraising efforts. Through this work, we aim to preserve Ms. Ritzer's legacy while fostering a culture of giving and leaving a lasting mark on the school.

STEMPACT

STEM-PACT is an interactive STEM based curriculum where students learn how to use different thinking skills based on the four parts of STEM: Science, Technology, Engineering and Math. The curriculum consists of a day-long workshop with four different stations containing a basic overview on the topic, and how it affects a student's growth mindset. The goal is to provide the students with the information and thinking strategies that will help them achieve what they want in life. This is the second year of StempACT and they aim to spread their ideas across more elementary schools!

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Spotlighted Projects

October, 2025 - First Edition

INVEST

INVEST is a real-life simulation designed to educate high school seniors on financial literacy and enhance their understanding of personal finance. This simulation incorporates the concept of "Credit 4 Life" and spans a full school year, during which students are projected five years into the future, equipped with a career of their choice, a credit score, and associated debt reflective of that career. With a month's salary, students are tasked with exploring various financial decisions to simulate real-world spending.

Shark Academy

The Shark Academy project is designed to introduce students to entrepreneurship at an early age, helping them build the skills needed to succeed in today's economy. The program highlights the importance of creativity, problem-solving, teamwork, and leadership—skills that are valuable in any career. By exposing students to business concepts earlier than most schools traditionally do, Shark Academy empowers them to think innovatively and prepare for future opportunities. For the first time this year, Shark Academy is working with Bates School in Salem along with all five Danvers elementary schools. With entrepreneurship driving millions of new businesses and jobs each year, this project ensures that students are gaining the knowledge and confidence to become the next generation of leaders and innovators.

Other Current Projects

Fallback Fest - October 26th
Hometown Salute - "Red, White and Blues" Concert - November 6th
Hoops for Troops - November 14th
Broga - Passion Project
Falcons Nest - School Store
Morgans Message - Club & Passion Project

Stay Connected

We're thrilled to bring together our alumni community! Stay tuned for volunteer opportunities, alumni spotlights, and ways to support our students.

✉ Email us at: danversdecalumniassociation@gmail.com

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MARCH NEWSLETTERS

DECA ALUMNI NEWSLETTER
Lucky Edition

March, 2026 - Lucky Edition

Welcome To Our Lucky Newsletter!
Happy March from Danvers DECA! Greetings, Danvers DECA Alumni! March has arrived, the shamrocks are out, and luck is definitely on our side this month. We are thrilled to share some incredible news and celebrate the achievements of our students.

Important Upcoming Dates:

- **State Competition:** March 12th–14th, 2026
- **National Competition:** April 24th–29th, 2026

DECA State (SCDC) Placements

The state competition (SCDC) which took place March 12th–14th was a huge success! Danvers DECA students showed their talent, determination, and creativity in every event. And the results? Absolutely historic—we had a school record of over 60 students qualify for the National DECA Competition (ICDC) in Atlanta, Georgia, April 24th–29th! A huge congratulations to all our students representing Danvers at ICDC! Each of these students earned their spot through hard work, dedication, and outstanding performance. Your achievements make the entire Danvers DECA family proud. We can't wait to cheer you on in Atlanta!

Scholarship Winner

A Danvers DECA senior, Lily Delafano was awarded a \$1000 Mass. DECA scholarship. Lily is the president at Danvers DECA, as well as working on Shark Academy for her project this year. We are so proud of all of the work she has done for Danvers DECA.

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SCDC Placements

March, 2026 - Lucky Edition

Finalists

BOR: Evan Bailey / Conner Cassidy / Lucy Trunio
FOR: Hadley Hana / Kaitlyn Rosa
IBP: Haylee Freeman / Avery Ray
IBP: Tess Crowley / Kyle Hampe / Sienna Lynch
PMBS: Maeve Donatoni / Audrey Silva / Anthony Vittoria
PMFL: Zachary Dunn / Dimitri Spyropoulos / Kaylee Wescott
IMCE: Lila Doucette / Joselyn Vogel

7th Place

PMCG: Kayde Brown / Lila Flynn
Randall Martin

5th Place

SEOR: Benjamin Campbell / Scarlet Chung
Cassidy Randall
BGP: Marley Beaulieu / Caleb Clark
Lydia Hawes

3rd Place

IBP: Reilly McCarthy / Mia St. Pierre
Amelia Vaz
PMBS: Grace Conklin / Addison Lamar
PMFL: Olivia Henry

2nd Place

PMCD: Rylee Sheppard / Emily Tibbitts
PMSP: Sienna Goldberg / Benjamin Wilhelm

1st Place

IBP: Jefferson Seymour / Sophia Strong
PMBS: Natalie Bahret / Alejandro Bourdier / Meghan Ryan
PMCD: Jack Chronis / Lily Delafano / Anthony Gaudino
PMCG: Ariana Fajardo / Haley Liporto / Chase Richmond
PMSP: Hadley Brown / Xavie Hergigan / Marcus Morais

SCDC Placements

Additionally, Danvers High School's **Falcons Nest** School-Based Enterprise earned Gold Level Recertification through DECA's international **SBE** program and will also represent Danvers at ICDC bringing the program's total to 25 projects competing internationally. Casey Young and Emily Sullivan will be representing Danvers High School's Falcons Nest at ICDC.

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Spotlighted Projects

March, 2026 - Lucky Edition

Happy St. Patrick's Day

Boss Babies

Boss Babies is an 8-week entrepreneurial program for fifth-graders at Ivan G. Smith Elementary School. Boss Babies is committed to providing these fifth-grade students with essential educational skills and knowledge that is lacking at this pivotal stage of development. Our project involves 8 comprehensive lessons that educate students about marketing, sales, and production. Our final lesson is a market simulation where students can showcase their newly learned entrepreneurial skills to parents/guardians, teachers, and classmates.

Griffins Gift

Griffin's Gift is a nonprofit that helps families afford adoption, by increasing its visibility and community engagement. The team identified limited social media presence and outreach as key challenges and developed a plan using monthly challenges, school presentations, and online campaigns to address them. Throughout the project, they implemented creative initiatives like "Chalk the Walk," "Pass the Love," and the "Babey Photo Challenge" to boost participation and awareness. They also tracked progress using social media analytics and adjusted their strategies when engagement was low. As a result, the project successfully grew follower counts, strengthened community involvement, and highlighted real adoption stories. Overall, the project demonstrated how strategic marketing and consistent outreach can expand the impact of a nonprofit organization.

Good Luck in the Future!

As we celebrate this lucky month, we are reminded how fortunate we are to be part of such a passionate DECA family. Alumni, thank you for your support and encouragement. Students, keep up the amazing work—your preparation, drive, and creativity are truly inspiring. With over 60 students heading to nationals, this year is one for the record books!

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The first newsletter, which was sent out in October. This newsletter consisted of many important fun things to keep alumni connected. For example, celebrating last years achievements. Last year at ICDC, Danvers DECA came out on the other end with two projects in the top 10, (5th & 6th place) at ICDC. Another aspect of the newsletter is spotlighted projects. We spotlighted four Danvers DECA projects and their tremendous efforts in our chapter. We also showed six other projects that are also doing amazing at Danvers DECA. Our second newsletter, Holiday Edition, which was sent out in December was also a huge hit with alumni. In this newsletter we also spotlighted three different Danvers DECA projects and gave an update on another. We sent out district placements for every group moving onto sattes. This newsletter also had many hidden holiday gems to boost the holiday spirit from Danvers DECA!