

DECA CHALLENGES

Visit www.deca.org/challenges to learn more.
Please consult each challenge's guidelines for specific information.

DECA's Challenges provide members with opportunities to demonstrate the knowledge and skills learned in the classroom through innovative challenges in partnership with several corporate partners. Each challenge has a unique focus and a specific set of required tasks and timelines. The top performers will receive recognition on stage at the DECA International Career Development Conference (ICDC) with approval from the chartered association advisor.



Chapter Climb Challenge

Create a competition plan of action for your chapter which includes: a creative recruitment campaign to get competitors signed up and matched with their best event, how you'll make available the best resources to assist competitors in preparing, and a calendar with effective events to make the most of preparing together as a chapter.

Elements

- 10-15 slide pitch deck



Submissions due by: **October 15**



2-4 Members



DECA at the Bell Challenge

Write and produce your very own episode of DECA at the Bell. Creativity is encouraged; what matters most is the ability to engage the audience while connecting something in the world of business to the world of DECA. The topic for this year's challenge is target marketing strategies.

Elements

- Script
- Up to 3:30-Minute Video



Submissions due by: **October 31**



2-4 Members



NextGen Innovators Challenge

Flex your creativity, tech savvy and business expertise. Whether you're launching an app or building a global brand, understanding how to engage users, personalize experiences and leverage data sets future leaders apart. The most successful businesses today use gamification, artificial intelligence and real-time data to keep customers coming back. Now it's your turn to explore how they do it. Your team will take on a real-world design challenge inspired by the future of technology.

Elements

- 3-5-Minute Video
- 3-5 Mock up screens of App



Submissions due by: **November 15**



2-3 Members
Class of 2026 and 2027 only



Social Media Marketing Simternship™ Challenge

Take charge of a dynamic simulated company, strategically allocating your ad budget to maximize revenue. Craft captivating content, engage target audiences and analyze your metrics across simulation rounds. Showcase your social media marketing skills in this exciting challenge.

Elements

- Virtual Simulation



October 1 - December 1



Individual



Auction Marketing Campaign Challenge

Develop a marketing campaign for a full estate sale that will utilize the live auction method and include both real estate and personal property. Present your marketing campaign that will use social, print, and email direct marketing strategies in a video presentation.

Submissions due by: **December 15** 1-3 Members

Elements

- 4-Minute Video



Personal Branding Challenge

Develop a comprehensive personal brand that includes a logo, résumé and personal vision statement. Create your concept using Adobe Express tools and submit your project components on the template.

Submissions due by: **December 18** Individual

Elements

- Adobe Express Template



Disability Is Diversity Challenge

Create a focused Disability Is Diversity presentation that highlights the obstacles and experiences of navigating an educational environment with differing abilities. Learn firsthand about the barriers encountered by a student with a disability and determine how you can advocate for needed change.

Submissions due by: **December 19** 1-3 Members

Elements

- 4-Minute Video



Nestlé Professional Solutions (NPS) Beverage Marketing Challenge

Dive into B2B marketing in connection with students and foodservice operators. This includes developing marketing campaigns and messaging frameworks that translate NPS products into business benefits. You'll also identify the "next big thing" in GenZ and GenAlpha beverage trends, and how NPS can bring those innovations to campus foodservice operators.

Submissions due by: **December 19** 2-4 Members

Elements

- 3-Minute Video
- Slide deck included in video



Strategic School Procurement Challenge

Develop a strategic procurement plan to solve a real-world issue in your school—such as sourcing sustainable cafeteria food, upgrading classroom technology, or increasing local business participation in contracts. Your team will research ethical, sustainable, and value-driven procurement strategies and create a detailed written report outlining the problem, proposed solution, implementation approach, and expected impact. Then, bring your plan to life with a creative media piece designed to engage and inspire your community.

Submissions due by: **January 9** 2-4 Members

Elements

- 2-3 Page Project Summary
- Creative Media Component (choose one):
 - 3-5 Minute PSA Video
 - Social Media Campaign
 - Mock News Story



Social Impact Leader of Tomorrow Challenge

Demonstrate your creativity by producing the next big cause marketing idea for the National Pediatric Cancer Foundation. DECA chapters can participate by developing and executing a unique fundraising campaign with a social media component and video.

Submissions due by: **January 9** 1-3 Members

Elements

- 4-Minute Video
- Fundraising Campaign
- Social Media Campaign



Community Impact Challenge

Demonstrate your creativity by producing the next community impact marketing idea for Infinity Insurance Agency. Develop a creative and impactful outreach campaign that will focus on bringing STEAM opportunities to underserved communities. Each team of up to three members will research non-profit and event opportunities in their local area and evaluate website strength and social media reach.

Submissions due by: **January 12** 1-3 Members

Elements

- 4-Minute Video



Lead4Change Community Service Challenge

Lead a team to identify a real problem in your community or school and develop a service project that creates impact. You'll apply leadership skills to plan, promote, and implement your project—focusing on causes that matter most to you and your team members. Projects can address anything from mental health to school safety to hunger relief—it's your choice. Your impact. Your legacy.

Submissions due by: **January 12** 3-5 Members

Elements

- Completed Lead4Change Project Submission
- Up to 5-minute video
- 1 Page Summary of Project



Food Truck Challenge

Create a unique food truck concept that meets the needs of a specific target market while effectively utilizing branding, design, and marketing strategies.

Submissions due by: **January 15** 3-4 Members

Elements

- Adobe Express Template
- Up to 60-Second Video



Power Perks Challenge

Ignite Gen Z's career interest in the energy sector. As part of a dynamic creative agency, develop a compelling recruitment video about the energy industry and engaging social media assets that answer the crucial question for young talent: "What's in it for me?" Dive into the world of workforce development and craft a campaign that showcases the exciting opportunities and impact of energy careers, attracting the bright minds of tomorrow.

Submissions due by: **January 16** 1-3 Members

Elements

- 3-Minute Video
- 3-5 Social Media Posts



Digital Presentation Skills Challenge

Demonstrate your digital presentation skills utilizing a Virtual Business simulation in a one- to two-minute digital presentation. The top finalists will deliver a live, digital presentation.

Submissions due by: **January 30** Individual

Elements

- 1-2-Minute Presentation



Real World Ready: What Every 18-Year-Old Should Know About Insurance Before Life Hits

Help young adults embrace adulthood by understanding the importance of insurance – what it is and why it matters. Design a bold marketing campaign that answers the question: What should every 18-year-old know about insurance before entering the real world?

Submissions due by: **February 6** 2-4 Members
Only teams based in United States are eligible

Elements

- 3-5-Minute Video