

DECA

COMMUNITY IMPACT CHALLENGE

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Sponsored by Infinity Insurance Agency



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. Teams will research non-profit and event opportunities in their local area and evaluate website strength and social media reach.

Driving Question or Challenge:

How can you develop and execute a comprehensive community impact marketing campaign that effectively brings STEAM (Science, Technology, Engineering, Art, Math) opportunities to underserved communities while building meaningful partnerships and measurable outcomes?

CHALLENGE OVERVIEW

- This challenge consists of three major parts: research and analysis, marketing campaign and video presentation.
- Each entry will be composed of one to three members of a DECA chapter. Chapters may submit multiple entries for consideration.
- Teams must fully complete and submit the online registration form at www.deca.org/challenges no later than **January 12, 2026, 11:59 p.m. ET** to be eligible for awards.
- Late entries and entries over four minutes will not be accepted.
- Participants will identify a target market in their local community that lacks opportunities in STEAM.
- Participants will research and evaluate local non-profit organizations or STEAM events, including using a website Domain Authority analysis and social media reach assessment.
- Domain authority is a metric that predicts how well a website will rank in search engine results. Teams should evaluate the non-profit's website Domain Authority using free tools to assess the organization's digital presence and potential for partnership visibility.
- The participants must create a comprehensive marketing plan that includes social media components, community partnership evaluation, and cause marketing activities.
- A cause marketing activity must be included as part of the marketing plan to demonstrate real community engagement.
- DECA Inc. and Infinity Insurance Agency are not responsible for lost, damaged, mislabeled or misdirected entries.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Initiative and Self-direction
- Media Literacy

PRESENTATION GUIDELINES

The participants will present their campaign to Infinity Insurance Agency executives in a video that is a maximum of four minutes in length posted on YouTube. Infinity Insurance Agency will evaluate all submitted video presentations and select the top three overall teams. From the final three videos, an overall winning team will be selected.

The participants will present their community impact campaign to Infinity Insurance Agency judges in a video that is a maximum of four minutes in length. All videos must include the following components:

I. Introduction and Research Findings

- Community Needs Assessment: Identify the target market in your local community that lacks opportunities in STEAM
- Organization Selection: Present your chosen non-profit/event partner
- Data Analysis: Share Domain Authority findings, social media metrics, and partnership potential assessment
- Target Audience Profile: Define demographics and psychographics

II. Proposed Community Impact Campaign

- Campaign Objectives: Clearly define goals for STEAM access improvement and community engagement
- Cause Marketing Activity: Present the proposed community engagement component
- Social Media Integration: Demonstrate multi-platform strategy with sample content and posting schedule
- Impact Measurement: Propose specific KPIs and success metrics for campaign effectiveness

III. Implementation

- Timeline and Budget: Present realistic project phases, milestones, and resource allocation
- Long-term Impact: Describe how the campaign creates lasting change in STEAM access and how donations would help bring STEAM to your local community

IV. Video Presentation

- Visually Creative: Engaging visuals, graphics, and creative presentation techniques
- Engaging Content: Demonstrates genuine passion for community impact
- Collaboration: All team members actively participate and contribute

For evaluation details, please see the Presentation Evaluation Form.

PRESENTATION JUDGING

Judges will select the top three overall teams. From the final three teams, the overall winning team will be selected.

AWARDS

In partnership with Infinity Insurance Agency the following awards will be provided:

- 1st Place Team - \$1,500
- 2nd Place Team - \$1,000
- 3rd Place Team - \$500

The top three teams will be recognized on stage during DECA's International Career Development Conference in Atlanta, Georgia. Eligibility to attend DECA ICDC is determined by the chartered association advisor based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines and gain approval from their school advisor to attend the conference.

TIMELINE

Challenge begins	September 2025
Challenge submission deadline	January 12, 2026
Top 3 teams announced	February 24, 2026
Top 3 teams recognized at ICDC (Atlanta, GA)	April 25-28, 2026



1-3 PARTICIPANTS



4 MINUTE
PRESENTATION TIME



1 VIDEO
ENTRY



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PRESENTATION EVALUATION FORM

Name of School: _____ City: _____ State: _____

Team Member Names: _____

Did the participating team...		Little/No Value	Below Expectation	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Conduct market analysis (market size, area, potential, etc.)?	0-1-2	3-4-5-6-7	8-9-10-11-12-13	14-15	
2.	Explain the concept of marketing strategies?	0-1-2	3-4-5-6-7	8-9-10-11-12-13	14-15	
3.	Develop customer profile?	0-1-2	3-4-5-6-7	8-9-10-11-12-13	14-15	
4.	Draw conclusions based on information analysis?	0-1-2	3-4-5-6-7	8-9-10-11-12-13	14-15	
5.	Translate research findings into actionable business recommendations?	0-1-2	3-4-5-6-7	8-9-10-11-12-13	14-15	
VIDEO PRESENTATION						
6.	Thorough and accurate identification of underserved communities and their STEAM access challenges?	0-1	2-3	4	5	
7.	Clearly demonstrated strategic reasoning behind chosen non-profit or event partner and alignment with campaign goals?	0-1	2-3	4	5	
8.	Evaluates the proposed community engagement component for innovation, practicality, and potential impact?	0-1	2-3	4	5	
9.	Show evidence of creativity and originality?	0-1	2-3	4	5	
10.	Entry is well organized, professional and presented in a logical manner?	0-1	2-3	4	5	
TOTAL SCORE (100 points)						