

PROJECT MANAGEMENT SALES PROJECT

NH DECA LAUNCHATHON

FUND THE FUTURE



**NORTHERN HIGHLANDS
REGIONAL HIGH SCHOOL
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TABLE OF CONTENTS



I. EXECUTIVE SUMMARY.....	1
II. INITIATING.....	3
A. STATEMENT OF THE PROBLEM.....	3
B. PROJECT SCOPE.....	3
III. PLANNING AND ORGANIZING.....	5
A. PROJECT GOALS.....	5
B. HUMAN RESOURCE MANAGEMENT PLAN.....	6
C. SCHEDULE.....	7
i. MILESTONE.....	7
ii. TIMELINE TO REACH EACH MILESTONE.....	7
D. QUALITY MANAGEMENT PLAN.....	8
E. RISK MANAGEMENT PLAN.....	8
F. PROPOSED PROJECT BUDGET.....	9
IV. EXECUTION.....	10
V. MONITORING AND CONTROLLING.....	16
A. MONITORING.....	16
B. CONTROLLING.....	17
VI. CLOSING THE PROJECT.....	18
A. EVALUATION OF KEY METRICS	18
B. LESSONS LEARNED.....	19
C. RECOMMENDATIONS FOR FUTURE PROJECTS..	20
VII. BIBLIOGRAPHY.....	20

I. EXECUTIVE SUMMARY





STATEMENT OF THE PROBLEM

Since its startup in 1970, the **Northern Highlands DECA (NH DECA) chapter's** membership has **grown tremendously**. Currently standing at **359 members**, DECA is the **largest extracurricular activity** at Northern Highlands Regional High School (NHRHS), and its membership has shown an increasing trend over the past few years. This major increase in chapter size is something to be proud of, but it comes along with the task of supporting the students and the chapter programs financially. **Transportation** has historically been the largest expense for NH DECA, and with nationwide inflation, it has increased dramatically over the past several years, which has subsequently **increased participation costs**. NH DECA has been monitoring these increasing costs and has made fundraising efforts, like a **DECA Trivia Night**, that simply did not suffice. Without a sustainable fundraising effort, the financial demands threaten to **limit participation** in DECA opportunities, making it increasingly difficult for members to fully benefit from the club.

OUR SOLUTION

Operation DIAL is designed to **subsidize** NH DECA's **State Conference transportation costs**, while strengthening members' sales and communication skills. With four strategically outlined phases, each containing specific goals and milestones, **Operation DIAL** will mitigate the financial burden that DECA poses on the school and its members' families with the first-ever **NH DECA Launchathon**. The Launchathon is a **telethon-style fundraiser** where students make outreach calls to community members, sharing the mission of NH DECA and inviting them to contribute towards **supporting the chapter's fundraising goals**. Assisted by **Leading Edge Fundraising**, the Launchathon not only lowers chapter costs, but it also serves as a means to ensure our chapter is dedicated to preparing emerging leaders for future business careers.

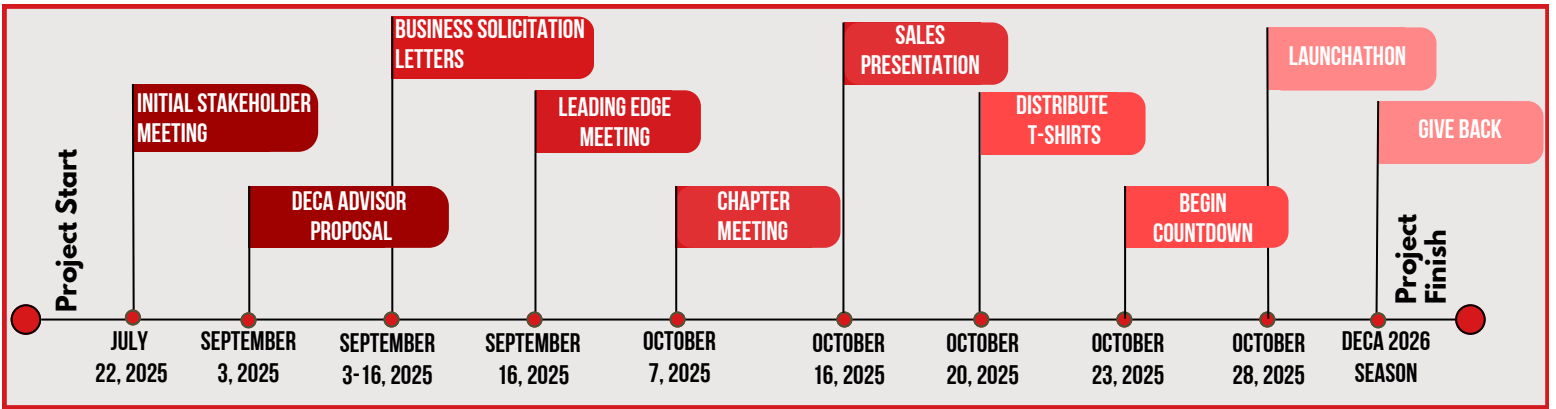
PROJECT GOALS

D	Develop Partnerships and Administrative Support		Receive approval from NH administration and secure at least five local business partnerships.
I	Instruct Students		Have at least 50% of DECA members participating in the Launchathon close a sale during the event.
A	Activate Student Engagement		Involve at least 75% of students through various Launchathon initiatives.
L	LAUNCH Fundraiser Execution and Chapter Impact		Promote the event through emails, announcements, and flyers, and raise at least \$14,000.

MILESTONES

D <ul style="list-style-type: none">• Get approval and set up key partnerships• Work with Leading Edge on fundraising• Confirm logistics and reach out to sponsors/vendors	I <ul style="list-style-type: none">• Train students using lessons and a sales script• Assign roles to build teamwork and organization• Leadership team supports technology, logistics, and donor appreciation	A <ul style="list-style-type: none">• Promote the event through meetings, emails, and social media• Get students signed up and familiar with the platform• Inform parents and teachers about expectations	L <ul style="list-style-type: none">• Execute the student-led Launchathon• Thank supporters and reinforce community engagement• Use funds to offset costs and give back to NH DECA
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OPERATION DIAL TIMELINE



EVALUATION OF KEY METRICS

DEVELOP

GOAL: 5 COMMUNITY PARTNERSHIPS WITH LOCAL BUSINESSES



RESULT: 15 COMMUNITY PARTNERSHIPS



INSTRUCT

GOAL: 50% OF DECA MEMBERS CLOSE A SALE DURING THE LAUNCHATHON



RESULT: 75% CLOSED A SALE



ACTIVATE

GOAL: 75% CHAPTER INVOLVEMENT AT LAUNCHATHON



RESULT: 85% CHAPTER INVOLVEMENT

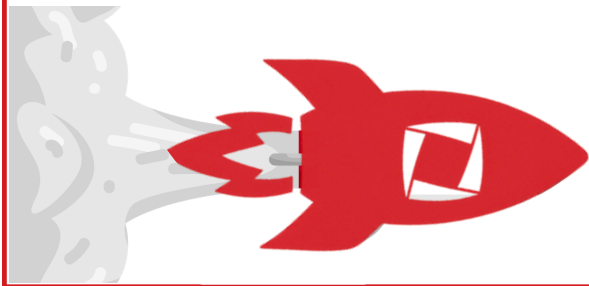


LAUNCH

GOAL: RAISE AT LEAST \$14,000 TO SUBSIDIZE BUSING COSTS



RESULT: \$60,840 RAISED



491.71% OF GOAL FUNDS RAISED

QUALITATIVE METRICS

STAKEHOLDER FEEDBACK

“It was the best fundraiser I have ever been a part of! Everything was well run and organized.”
- Associate with Leading Edge Fundraising

STAKEHOLDER FEEDBACK

“This has been our most successful fundraiser in all my years as an advisor.”
- Head NH DECA Advisor

MEMBER FEEDBACK

“The energy was amazing in the cafeteria! Every time we reached a new donation milestone, it was so exciting.”
- Anonymous NH DECA Member and Launchathon Attendee

STAKEHOLDER FEEDBACK

“The girls did an amazing job with emphasizing the true importance of DECA to us parents with their emailing system and social media presence.”
- Anonymous NH DECA Parent

II. INITIATING

A. Statement of the problem

Since its startup in 1970, the NH DECA chapter's membership has grown tremendously (logo in Figure 2.1). Currently standing at **359 members**, DECA is the largest extracurricular activity at NHRHS, and its membership has shown an increasing trend over the past few years (referenced in Figure 2.2). While Northern Highlands (NH) is proud of this expanded membership, it also comes with the task of supporting the students and the chapter programs financially. With a chapter of this size, transportation has become one of the most urgent financial challenges NH DECA is facing. Specifically, due to growth in chapter membership, NH DECA must

FIGURE 2.1: NH DECA LOGO



now rent significantly more buses to ensure all qualifying students can attend the State Career Development Conference (SCDC) in Atlantic City. At the same time, nationwide inflation has increased vehicle rental costs dramatically. According to industry reports, school transportation costs have increased by more than **20%** since 2020, driven by heightened fuel prices, driver shortages, and increased operating expenses. As a result, the price of renting a single bus for the State Conference has more than doubled since 2019. With an estimated **ten buses** needed this year (five each way), total transportation expenses are projected to rise from \$6,600 in 2019 to **\$24,500 in 2026, a nearly 271% increase.**

In the past, NH DECA has attempted to alleviate rising expenses with fundraising events. However, these events have fallen substantially short of what is needed. Last competition season, the chapter hosted a well-attended "Trivia Night" for members and parents, which raised an impressive **\$7,000**. While successful in its own right, the money raised only covered **25%** of the transportation costs for the 2025 State Conference, leaving students and parents to cover the remaining costs. With costs continuing to rise each year, it has become evident that Trivia Night is no longer a viable financial solution for meeting the chapter's logistical needs.

Ultimately, DECA should not be a financial burden for students and their families. However, the transportation costs alone now exceed what previous fundraising efforts covered, leaving families to pay hundreds of dollars out of pocket to attend competitions. Without a sustainable solution, the financial demands threaten to limit participation in DECA opportunities, making it increasingly difficult for members to fully benefit from the club.

B. Project scope

Purpose: The NH DECA Launchathon is designed as a strategic fundraising event that raises money to subsidize the NH DECA Chapter's SCDC transportation costs, while strengthening members' sales and communication skills. **This "telethon" style event will feature NH DECA students making outreach calls to community members, sharing the mission of NH DECA, and inviting them to contribute towards supporting the chapter's fundraising goals.** This important **hour-long event** will be facilitated with help from our strategic partnership with Leading Edge Fundraising, a company that has previously run successful campaigns with other NHRHS organizations. For example, in 2024, the NHRHS lacrosse program raised \$14,000 in a similar style

FIGURE 2.2: NH DECA MEMBERSHIP DATA

