

90 DAY CHAPTER MARKETING PLAN



MONTH 1 | KICKOFF + BRANDING (WEEKS 1-4)

THEME: ESTABLISHING YOUR CHAPTER BRAND

WEEK	FOCUS	KEY ACTIVITIES	PROJECT LEAD	NOTES
1	Introduce Chapter Brand	Launch new slogan, update social bios, post intro videos Chapter brand t-shirt, have specific days for chapter to wear it Share brand/theme on morning announcements, flyers around school	VP of Marketing	Check out deca.org/brand for social media templates
2	Meet the Officers	Officer spotlights (1 per day on social media) Meet the officers poster or flyer on classroom bulletin board Host a "meet the officers" meet + greet before school, at lunch, etc.	Communications Team	Use consistent templates for cohesive look + feel
3	DECA Goals + Values	Carousel or TikTok: "Why I DECA" testimonials Share a "Why I DECA" bulletin board in the hallways or classroom, encourage students to add their "why" to the board	Communications Team	Recruit diverse voices to share different perspectives
4	Join DECA Campaign	Highlight benefits, showcase past events, share 2026-27 DECA membership video on social media, morning announcements or at introductory meeting Encourage members to share a "Join DECA" post on all their platforms	VP of Marketing	Download event images, theme assets + membership video at deca.org/brand

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MONTH 2 | ENGAGEMENT + AWARENESS (WEEKS 5-8)

THEME: AMPLIFY ENGAGEMENT

WEEK	FOCUS	KEY ACTIVITIES	PROJECT LEAD	NOTES
5	DECA Week Countdown	5 Days of DECA - Daily themes to engage members, capture valuable content for social sharing the community aspect of chapter. Ideas: Business Professional Day, Dress Like Your DECA Advisor, Decades Day, Business Celebrity Day	VP of Hospitality	Plan in advance and hype up excitement with chapter
6	Member Recognition	Member Spotlight Series with thank-yous and shout-outs Post member spotlights on social, on class bulletin board, share in newsletter	Communications Team	Include photo + quote
7	Chapter in Action	Highlight meetings, project planning, community service Create a video series showcasing each aspect - can be a valuable video to share with potential future business sponsors	VP of Hospitality	Post throughout week highlight different aspect each day
8	Behind-the-Scenes	Instagram stories of team prep, meeting setup, officer work Pick diferrent members to film a DIML for social	Communications Team	Use polls or Q&As to generate engagement

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MONTH 3 | COMMUNITY + STORYTELLING (WEEKS 9-12)

THEME: SHARE YOUR IMPACT

WEEK	FOCUS	KEY ACTIVITIES	PROJECT LEAD	NOTES
9	Partner Highlights	Feature business/community partners, tag them for extra visibility Invite a business leader to speak to DECA chapter Pick a local business to spotlight and surprise with a DECA delivery	VP of Marketing	Reach out to partners ahead of time so they can repost + share on their pages
10	Chapter Testimonials	Interview alumni, advisors or current members Share on social media, feature in classroom or hallway bulletin board	Communications Team	Post Reels, TikToks or other video formats
11	DECA in the Classroom	Show how DECA connects to curriculum, introduce Competitive Events program, share Partner Challenges Create one-pager sharing DECA's connection to classroom to share with non-DECA members who may not realize the competition aspect	VP of Career Development	Collaborate with advisor(s) Visit deca.org/brand for DECA Facts one-pager templates
12	Impact Recap	Monthly highlights: wins, stats, fun moments Share press releases with local media outlets on chapter's impact so far this year	Communications Team	Create Reels or infographic, download press release templates on deca.org/brand