

Building Connections for Your DECA Chapter

Resources

Organizational Structure & Leadership

- [DECA Leadership Team Model](#) (You can add “director” positions at your discretion under the VPs)
- [DECA Program of Leadership](#) (Chapter Strategy)
- [DECA Diamond Fundraising](#)
- [DECA Communications Strategy](#)
- [DECA Competitive Event Success](#)

New Member Recruitment Articles from [DECA Direct](#)

- [3 ways to make new members feel welcome](#)
- [Marketing Your Chapter in the New Year](#)
- [Guide for Recruiting New Freshmen Members](#)
- [5 Ways to Recruit Members](#)
- [Showcase Your Members with DECA's New Member Week](#)

Leadership

- [DECA Partners](#)
- Families
- Business Alliances - Rotary, Chamber of Commerce, etc.

Fees

[Locate your Charter Association](#) to determine the membership fee schedule for your state.

I include national fees, state fees, district competition fees, + cost of club shirt. This gets me through the fall without having to collect money again. I collect money in January for state competition and in March for ICDC (these competitions not required of all members).

Communication

- Bi-Weekly Parent and Member Emails
- Daily Social Media (primarily Instagram)
- Group Texts (Each officer has a group of members they maintain a group chat with)
- Remind (student members only)

- Canvas Classroom (Competition Resources, tracking membership participation, etc. You can also use GoogleClassroom or another LMS)

Membership Requirements and Lettering

Basic membership requirements are determined by your [chartered association](#) and are listed on their page.

- [Online DECA Membership Form](#)

Note: The following resources are NOT mine but were shared in the [DECA advisor Facebook group](#)

Honor Cord Requirements [\[1\]](#) [\[2\]](#) [\[3\]](#)

Letter in DECA Requirements [\[1\]](#) [\[2\]](#) [\[3\]](#)