

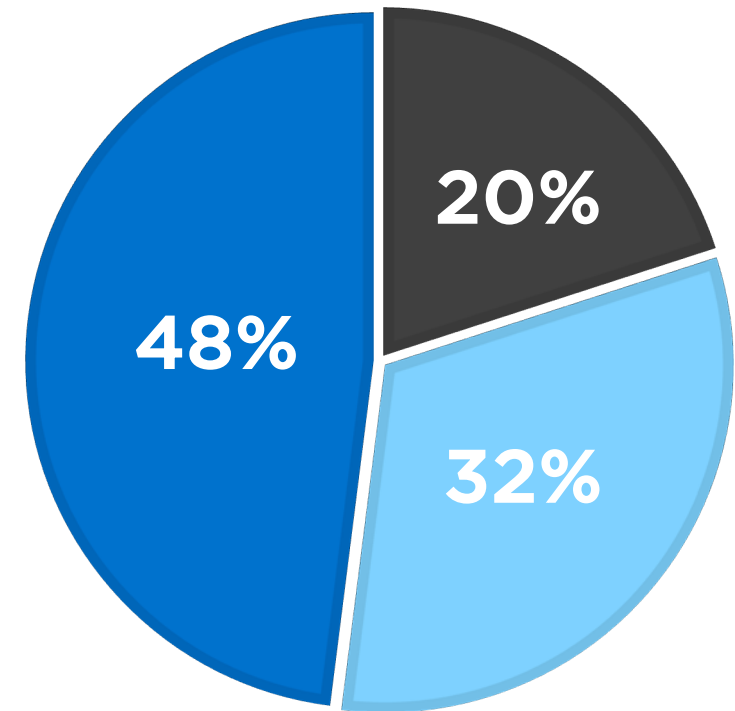
BUILDING PARTNERSHIPS THAT LAST

Harnessing the Power of National and Local Organizations

ADVISOR SURVEY REVEALS...

SUCCESS DEVELOPING STRONG BUSINESS RELATIONSHIPS

■ Strongly Agree ■ Somewhat Agree ■ Neutral or Disagree



Source: 2024 DECA Strategic Plan Research Survey

STRATEGIC FRAMEWORK

EDUCATIONAL PROGRAM EXCELLENCE

IMPACTFUL PARTNERSHIPS

ELEVATED BRAND AWARENESS

ORGANIZATION STRENGTH

DECA INC. PARTNERS



FROM NATIONAL PARTNER TO LOCAL RESOURCE



MAKE THE MOST OF DECA'S NATIONAL RELATIONSHIPS

The voice of business may be the inspiration that leads your students to find their path to success.

- National Advisory Board partners are eager to work with you!
- Leverage experiences + expertise
 - Hilton
 - Chick-Fil-A
 - Men's Wearhouse
 - Raising Cane's
 - Merrill Wealth Management

[DECA.ORG/PARTNER](https://deca.org/partner)

PARTNER@DECA.ORG

TAKE STOCK – WHO'S MISSING FROM THE TABLE?

Anytime is the right time to conduct a partnership assessment – things are changing at warp speed!

- Which partners are contributing to the local economy?
- How well are your students reflected in the faces of your partners?
- What chapter needs go continually unmet?
- Who is a prospective partner or sponsor that could act as a magnet for others?

ENGAGEMENT: THE WHY



KNOW YOUR CUSTOMER

Understanding the motivation of sponsors and partners.



ENGAGEMENT: THE HOW



CREATING A WIN-WIN-WIN

Meeting internal goals and those of partners and DECA members.

- Establish partnership goals
- Identify prospects
- Utilize networks + leverage connections
- Develop a strong pitch
- Create compelling opportunities
 - Exhibits
 - Workshops + classroom activities
 - Mentorship Program
 - Advertising
 - Competition Judging + volunteering
 - Connect with DECA Inc. partners and sponsors

WHO ARE SPONSORS?



PROVIDING FINANCIAL SUPPORT – LIMITED SCOPE + DURATION

DECA sponsors can enhance a program's budget and provide future opportunities.

Do sponsors align with your mission?

Who is benefiting from this sponsorship?

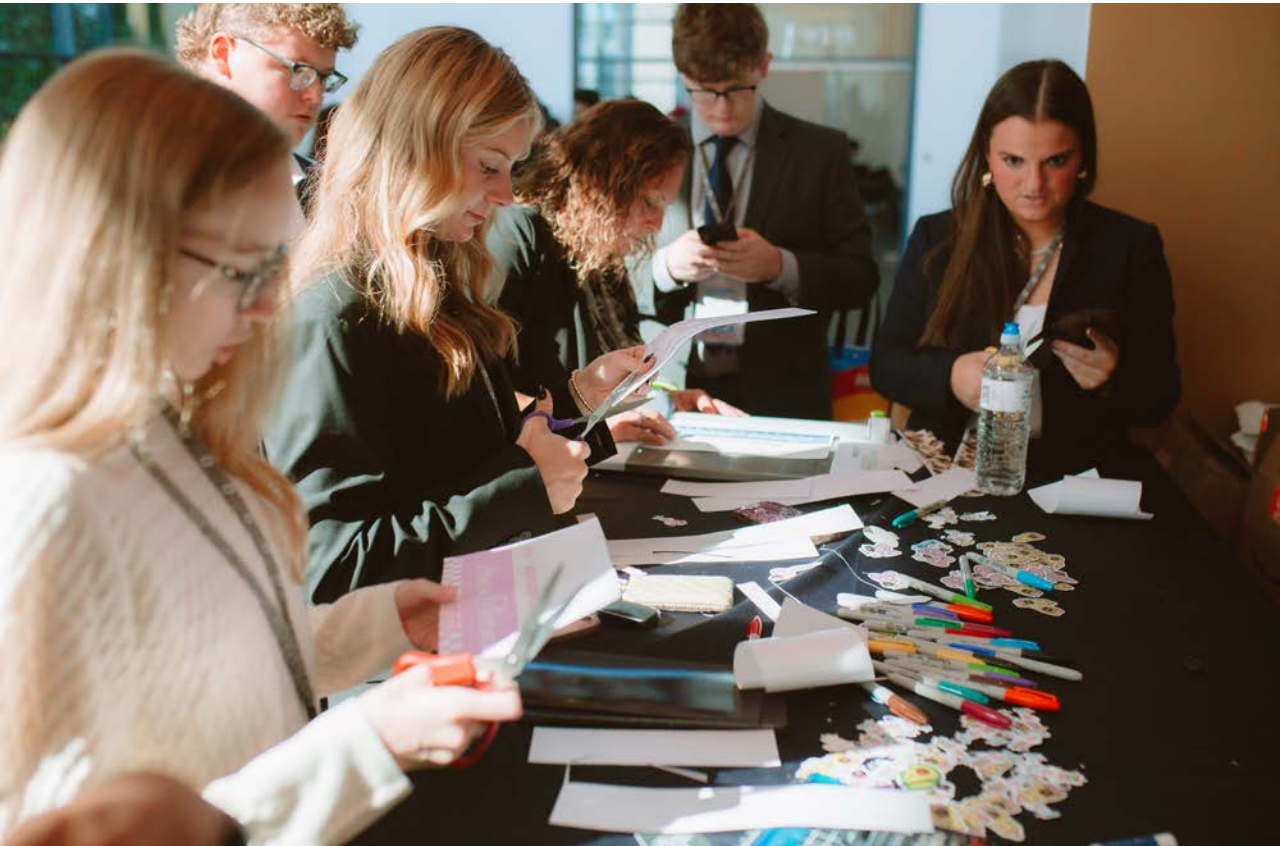
Are you soliciting from and sharing feedback with sponsors?

Is there opportunity to grow the relationship?

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WHO ARE PARTNERS?



PROVIDING DEEP ENGAGEMENT – ONGOING COMMITMENT + DURATION

DECA partners help inform DECA programs by sharing resources, expertise and supporting DECA's mission.

Are these organizations thought partners?

Do your partners engage meaningful activities?

Is the mix of partners aligned with your members' interests?

Do you have Champions among this group who will speak on your behalf?

GROW + MAINTAIN PARTNERSHIPS



- Diversify opportunities
- Conduct annual reviews – formal and informal
- Make use of data
- Establish advisory groups
- Leverage current partners

DECA INC. IS YOUR #1 SUPPORTER



CONNECTING WITH BUSINESS

Creating opportunities for experiences + engagement to make an impact on all stakeholders.

- Opt-in for partner emails/text on the advisor portal.
- Reach out to partnership@deca.org to learn how to connect with national partner representatives or their local representatives.
- Be clear with your request when contacting company reps.
- Remind local contacts about national DECA partnerships.
- Use data to show your partners how their support makes an impact.
- Enjoy the *NEW* partner development toolkit.

ADVISOR RESOURCES

- Partner Outreach Flyers
- Letter Templates
- DECA Inc. Partner Connections



**CHAPTER
PARTNERSHIP
PACKET**



**ADVISOR
RESOURCE
CENTER**



**ADOBE
EXPRESS**



DECA

PARTNERSHIP

DEVELOPMENT GUIDE



HOW MAY WE HELP?

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QUESTIONS?

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