

Massachusetts



SHOOT FOR THE SUMMIT



10% - Membership Increase
20% - Chapters Increase

National DECA Campaign

SUMMIT | RECRUIT

20 + 20 + 20

MORE STUDENTS THAN LAST YEAR ALUMNI PARTNERS

REWARDS

- SPECIAL PLAQUE
- FREE CURRICULUM
- COMPLIMENTARY BLAZER PATCH EXCHANGE
- VIP SEATS AT ICDC 2012
- ADVISOR SHIRT
- CHAPTER PROFILED ON DECA.ORG

PEAK | RECRUIT

12 + 12 + 12

MORE STUDENTS THAN LAST YEAR ALUMNI PARTNERS

REWARDS

- SPECIAL CERTIFICATE
- FREE CURRICULUM
- COMPLIMENTARY BLAZER PATCH EXCHANGE
- ADVISOR SHIRT
- CHAPTER PROFILED ON DECA.ORG

PINNACLE | RECRUIT

11 + 11 + 11

MORE STUDENTS THAN LAST YEAR ALUMNI PARTNERS

REWARDS

- SPECIAL CERTIFICATE
- COMPLIMENTARY BLAZER PATCH EXCHANGE
- ADVISOR SHIRT
- FREE CURRICULUM

SIX FOR SALT LAKE CITY MA DECA CAMPAIGN

- ◆◆ 20 + Members
- ◆ 12 Members
- 11 Members
- 6 Members

NOT AN OPTION ☺



- DECREASE IN MEMBERSHIP
- OR
- STAY THE SAME

MA DECA MUST 😊



Why increase membership?

“The more we GROW,
The more can GO!”

- ❖ 2011 Membership = 3440
- ❖ 10 % Increase 344
- ❖ ONCE WE MAKE IT TO 4500

TOP 4 IN ALL EVENTS TO ICDC!

ALSO - for every 50 members gained,
MA DECA earns one additional competitive spot at ICDC☺

Bigger numbers=more recognition

- From the MA Department of Education
- Perkins funds are allocated based on membership numbers

Who can be a DECA member?

- Students
- Alumni
- Advisors
- Partners (Judges, Business Partners, Administrators, Parents, etc)

Communication

PROMOTIONAL CAMPAIGN

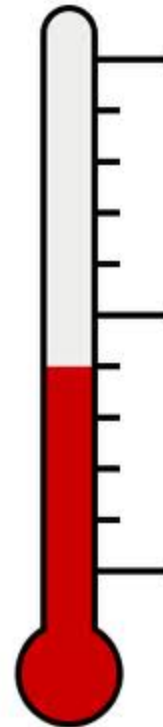
- MEDI KIT
- Monthly advisor e-mails
- Facebook
- Twitter
- Website
- Flyers

INCENTIVES

- 6 members: 1 LDA/CMA spot, chapter certificate, facebook & twitter recognition
- 11 members: 2 LDA/CMA spots, chapter certificate, facebook & twitter picture recognition
- 12 members: 3 LDA/CMA spots, chapter certificate, facebook & twitter picture recognition, website picture recognition
- 20 members: 4 LDA/CMA spots, chapter certificate, facebook & twitter picture recognition, website picture recognition, stage recognition at SCDC, preferred seating at SCDC
- 50 New Members – Your Chapter earns it's own spot at ICDC! Plus all of the above!

www.madeca.org

- Link to DECA partner video
- Comparison charts
- Watch us grow!



INCREASING CHAPTERS

- ◆◆ Private Schools
- ◆◆ Technical Schools
- ◆◆ Public Schools

RESOURCES

- Database
- State Officers
- Advisors
- Students

