Thank you for downloading California DECA’s “Elevator Pitch Outline.” Please use this resource to help explain what DECA is and the opportunities DECA provides its members. Please note: text inside the {\_\_} should be replaced with the corresponding information!

**Introduction:**

Hello, my name is {insert name}, and I am a DECA member at {name of high school}. DECA is an international business organization with over 200,000 members in over 60 chartered associations across eight countries! DECA prepares emerging leaders and entrepreneurs in marketing, hospitality, finance, and management in high schools and colleges across the globe.

**Body:**

DECA provides students with the opportunity to

* Make new friends
* Meet industry professionals
* Network around the world
* Travel across the country to compete in case studies and present written projects
* Gain valuable knowledge that will prepare for college and career readiness

DECA students are academically prepared and learn to develop a strong work ethic.

* 86% of DECA students report and A or B average in their classes
* DECA improves public speaking skills, business knowledge and develops industry connections
* DECA is co-curricular and allows students the chance to apply classroom learning in the real world

{Personal DECA experience story or story about a recent chapter accomplishment}

**Conclusion:**

Here’s a DECA flyer for more information! Would your child be interested in signing up for more information about DECA at {high school name}?