Thank you for downloading California DECA’s list of “POW and Campaign Ideas.” Please use this resource in conjunction with California DECA’s “Program of Work Template” to plan what activities you will be doing throughout the year. These ideas are for inspiration! Feel free to change these ideas to fit your chapter’s needs and goals. All chapter campaigns can be found here: <http://www.deca.org/_docs/page-attachments/DECA_Campaigns.pdf> Please note: text inside the {\_\_} should be replaced with the corresponding information!

Program of Work (POW) and Campaign Ideas

Membership Campaign/ Development

1. Recruitment posters around school

2. Walk Through Registration/ School Orientation Booth

3. Informational Meeting, “What is DECA?”

4. Middle School Outreach (visit <http://www.slideshare.net/californiadeca/california-deca> for ideas!)

5. In-Class Presentations to school, “What is DECA?” (especially to underclassmen)

Note: Many of these ideas can be used for DECA’s Membership Campaign. To successfully complete the DECA’s Membership Campaign, your chapter needs to have at least 20 alumni and 20 professional members, as well as have a 20 student member increase. DECA’s Membership Campaign submission is due **November 29, 2013.**

Advocacy Campaign

1. School Newspaper/ Webcast Spotlight on DECA

2. Chamber of Commerce Outreach

3. In-Class Presentations to school, “What is DECA?” (especially to underclassmen)

4. Middle School Outreach (visit <http://www.slideshare.net/californiadeca/california-deca> for ideas!)

5. Speak at a City Council meeting about DECA

Note: Many of these ideas can be used for DECA’s Advocacy Campaign. To successfully complete DECA’s Advocacy Campaign, your chapter must complete at least 3 school outreach activities, compile 3 alumni success stories, and complete 3 community outreach activities. DECA’s Advocacy Campaign submission is due **February 28, 2013.**

Community Service Campaign

1. Canned Food Drive/ Caroling for Cans

2. Letters to Troops

3. Toy Drive

4. Golf Tournament

5. Community Clean Up

6. MDA Fundraiser (DECA’s social-business partner)

Note: Many of these ideas can be used for DECA’s Community Service Campaign. To successfully complete DECA’s Community Service Campaign, your chapter must complete at least one community service activity, have at least 75% member participation, and have at least one form of publicity/ promotion. DECA’s Community Service Campaign submission is due **November 29, 2013.**

Global Entrepreneurship/ Promotional Campaign

1. Guest Speakers from Alumni

2. Guest Speakers from Local Businesses or Professionals

3. Teacher Appreciation Day

Note: Many of these ideas can be used for DECA’s Global Entrepreneurship/ Promotional Campaign. To successfully complete DECA’s Global Entrepreneurship/ Promotional Campaign, your chapter must complete at least 3 school outreach activities, record at least 3 alumni success stories, and complete 3 community outreach activities. DECA’s Global Entrepreneurship/ Promotional Campaign submissions are due **November 29, 2013.**

Communications

1. Chapter Facebook Page/ Group, Twitter, Instagram

2. Chapter Website

3. Chamber of Commerce Outreach

4. Send Chapter Activities and Successes to CA DECA Facebook Page

5. School Newspaper/ Webcast Spotlight on DECA

Note: This is NOT a campaign, but these activities will help spread DECA to your school and community!

Leadership Development

1. DECA University

2. Northern and Southern California LDC/ Silicon Valley LDCEC

3. Chapter Officer Training

4. Chapter Elections

Note: This is NOT a campaign, but these activities will help provide leadership training for you chapter officers!