

California DECA's guide to MEMBER RECRUITMENT

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CLUB FAIR STRATEGIES

Take advantage of the opportunity to reach your entire student body at club fair! Be **BIG, BOLD, and LOUD!** Make sure to have engaging games (plinko board, spinning wheel, picture frame, candy), a functioning sign-up spreadsheet that records name and email (check out our template!), and runners who encourage students to check out your station. You can also hand out items such as DECA pencils (linked under resources)!

HOST A DECA EVENT

Host a DECA Social about a week after Club Fair to bring together all the new members you recruited! Use a theme with food such as an ice cream party or pasta bar. (Check out our social media and flyer templates on the next page!)

You can use the social as an opportunity to introduce students to the competitive clusters and events.

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INTEGRATE DECA INTO YOUR SCHOOL'S COMMUNITY

Work with other clubs to spread awareness about DECA! Make sure DECA updates (ex. member registration, chapter events & successes) are shared in your school's daily announcements and are a part of assemblies, newsletters, and other events! If DECA is shown in every bit of your school's promotional tools, it will bring more members to your chapter! Depending on your school's community, highlight different aspects of DECA (fun events at conferences like dances vs competitive success, or a mix of both!).

PROVIDE FREEBIES FOR MEMBERS

Who doesn't love free things? One of the easiest ways to recruit new members is to provide free food during meetings. Whether it be pizza, ice cream, donuts or coffee, food will get students interested in attending meetings and can get them interested in DECA!

Also, DECA merch is a great way to excite members and use DECA-themed items everyday (like pencils, stickers, etc)!

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USE FOMO TO YOUR ADVANTAGE

People don't like missing out on things, so tell them about the opportunities DECA provides! Showcase your members and the activities of your chapter on social media or on school/classroom bulletin boards. If your chapter will be attending a conference, advertise it to students in a business class. There are so many ways you can use FOMO to recruit members!

"BRING A FRIEND"

At each meeting, challenge members to bring a friend that may be interested in DECA! Members can tell which friends might be interested in joining DECA, so why not encourage them to invite their friends? You could keep track of who brings a friend and give an award to the member who recruits the most members by the end of the year.

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INVOLVE UPPERCLASSMEN

Underclassmen look up to the juniors and seniors and often ask them for advice on which classes to take, clubs to join, and activities to avoid. Use that to your advantage! Involve juniors and seniors by giving them opportunities to help lead the chapter, such as a buddy program with newbies. If the upperclassmen show pride in being in DECA, younger students will be excited to join and see what all the fun is about!

SEAL THE DEAL

Now you have many students interested in joining DECA! That's amazing! How do you keep them involved in your chapter and not lose them to Speech & Debate or Model UN? First, utilize an email list with all prospective members and send out an email with meeting information, events, or resources about once a week (but not more often, as many will start to ignore the spam). Provide your members with resources to help them choose their events and a timeline to complete their projects. Some chapters use a buddy system, while others host dedicated meeting times to work on projects. And lastly, make sure to have everyone register for upcoming conferences!

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Member Recruitment

RESOURCES & INSPIRATION

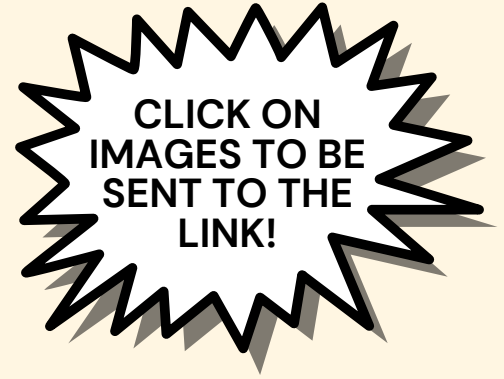
FLYER/SOCIAL MEDIA TEMPLATES

MEMBER RECRUITMENT POSTERS TEMPLATES

INSTAGRAM RECRUITMENT POST TEMPLATES

INSTAGRAM RECRUITMENT STORY TEMPLATES

SIGN-UP SHEET

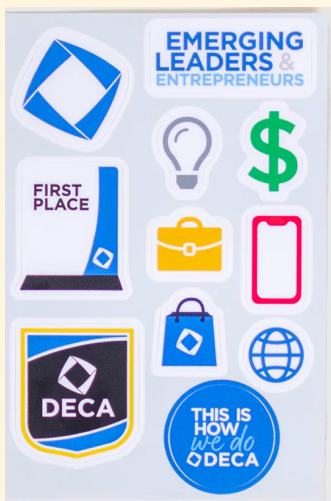


CUSTOMIZABLE BANNER



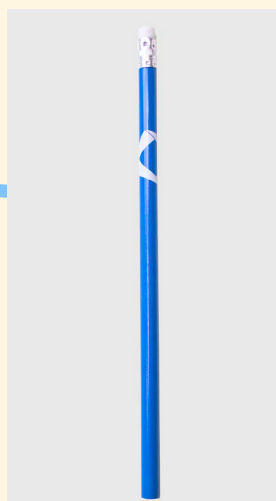
STICKERS!

275 stickers for \$22!



PENCILS!

35 cents each!



NOTEBOOKS!

\$4 each!



Member Recruitment RESOURCES & INSPIRATION

CLUB FAIR BOOTH SAMPLES

