

Alabama DECA State Action Project

MAXIMIZE YOUR



ALABAMA  2021-2022

The State Action Project is designed to guide chapters to have an active Career Technical Student Organization (CTSO). DECA chapters should strive for the Diamond level of the state action project, but other levels are designed to promote the goals and mission of DECA, Inc, Alabama DECA, and motivate chapters to earn recognition for their chapter's activity.

Tips for new advisors: Create a new folder on your desktop and as the year progresses, collect pictures and documentation. This will help you create one document saved as a PDF that will be uploaded and submitted.

DEADLINE to submit for CDC recognition:

FEBRUARY 9, 2022

Submission link: <https://alabamadeca.wufoo.com/forms/20212022-state-action-project-submission/>



❖ **MEMBERSHIP:**

- Register a minimum of ten members by December 1 (same date as DECA membership campaign)

❖ **COMMUNITY OUTREACH:**

- Have a member of the local business community or State Officer speak to your DECA chapter **OR**
- Register 3 professional members **OR**
- Host a role play practice and have members of the business community serve as judges.

❖ **CHARITY:**

- Make a donation to MDA of a minimum of \$50 by January 14
SUBMIT TO: <https://mda.donordrive.com/campaign/Alabama-DECA>
**Tip: if paying by check, click the green "bank account" button as the payment method, then enter the routing number and account number at the bottom of the check.*
- Make a donation to Alabama DECA (to help cover state CDC costs) by January 14. *Submit to: Alabama DECA, PO Box 302101, Montgomery, AL 36130*

❖ **BRANDING:**

- Have a social media presence by having updated DECA information on a website **OR**
- Have a FB, Twitter, IG or other social media account for your chapter.
tag #ALDECA

❖ **COMMUNITY GIVING/LEADERSHIP DEVELOPMENT:**

- Plan and participate in one promotional/community service activity **AND/OR**
- Plan and participate in one leadership development activity. (Attending JLDC would meet this requirement).

❖ **COMPETITION:**

- 3 or more attend or compete at DECA State CDC.

❖ **PROMOTION:**

- Complete at least one activity to promote DECA. (see list at the bottom of this document for suggestions on promoting your DECA chapter)

❖ **OPTIONAL:**

- Submit "Maximize Your Momentum" Chapter Video

Awards:

- DECA Lanyard and name badge ribbon at CDC for all participants
- Certificate and recognition on stage at CDC
- Recognition on Alabama DECA website and social media

REACH for the *Skye*



❖ **MEMBERSHIP:**

- Increase membership by 10% from last year's membership by December 1 (same date as DECA membership campaign) **Must have a minimum of 10 members**

❖ **COMMUNITY OUTREACH:**

- Have two members of the local business community speak to your DECA chapter **OR**
- *Have one member of the local business community and* or State Officer
- Register 5 professional members **OR**
- Host a role play practice and have members of the local business community serve as judges.

❖ **CHARITY:**

- Make a donation to MDA of a minimum of \$75 by January 14
 - SUBMIT TO: <https://mda.donordrive.com/campaign/Alabama-DECA>
Tip: if paying by check, click the green "bank account" button as the payment method, then enter the routing number and account number at the bottom of the check. **AND*
- Make a donation to Alabama DECA of a minimum of \$30 (to help cover state CDC costs) by January 14. *Submit payment to Alabama DECA, PO Box 302101, Montgomery, AL 36130*

❖ **BRANDING:**

- Have a social media presence by having updated DECA information on a website **OR**
- Have a FB, Twitter, IG or other social media account for your chapter) **AND** tag #ALDECA in a minimum of three posts.

❖ **COMMUNITY GIVING/LEADERSHIP DEVELOPMENT: (minimum of two activities)**

- Plan and participate in a promotional/community service activity
- Plan and participate in a leadership development activity. (Attending JLDC would meet one requirement).

❖ **COMPETITION:**

- 6 or more DECA members attend or compete at DECA State CDC.

❖ **PROMOTION:**

- Complete at least two activities to promote DECA. (see list at the bottom of this document for suggestions)

❖ **OPTIONAL:**

- Submit "Maximize Your Momentum" Chapter Video

AWARDS:

- DECA Lanyard and name badge ribbon at CDC for all participants
- Certificate and recognition on stage at CDC
- Recognition on Alabama DECA website and social media
- One additional Alabama state pin per ICDC attendee



Diamond Chapter

❖ **MEMBERSHIP:**

Submit Chapter Membership Campaign to DECA Inc. by December 1

- Increase membership by 25% from last year's members, 20 students *OR* register 100+ members.

❖ **COMMUNITY OUTREACH:**

- Have at least two members of the local business community come speak to your DECA chapter **AND**
- Host a role play practice and have members of the business community serve as judges.
- Have a State Officer speak to your chapter at least once.

❖ **CHARITY:**

- Make a donation to MDA of a minimum of \$100 by January 14
 - SUBMIT TO: <https://mda.donordrive.com/campaign/Alabama-DECA>
*Tip: if paying by check, click the green "bank account" button as the payment method, then enter the routing number and account number at the bottom of the check. **AND**
- Make a donation to Alabama DECA of a minimum of \$50 (to help cover state CDC costs) by January 14. *Submit payment to Alabama DECA, PO Box 302101, Montgomery, AL 36130*

❖ **BRANDING:**

- Have a social media presence by having DECA information on a website **OR**
- Have a FB, Twitter, IG or other social media account for your chapter
- **AND** tag #ALDECA in a minimum of one post each month beginning in September.

❖ **COMMUNITY GIVING/LEADERSHIP DEVELOPMENT:** (minimum of three activities)

- Plan and participate in a promotional/community service activity
- Plan and participate in a leadership development activity. (Attending JLDC would meet one requirement).

❖ **COMPETITION:**

- 10 or more DECA members attend or compete at DECA State CDC.

❖ **PROMOTION:**

- Complete at least two activities to promote DECA. (see list at the bottom of this document for suggestions) **AND**
- Submit "Maximize Your Momentum" (see [National Campaign](#)) Chapter Video

AWARDS:

- DECA Lanyard and name badge ribbon at CDC for all participants
- Certificate and recognition on stage at CDC
- Recognition on Alabama DECA website and social media
- 5 additional Alabama state pins per ICDC attendee
- Banner/trophy/or plaque
- One complimentary ICDC registration



SUGGESTED DECA ACTIVITIES



Membership Recruitment

- Candy bags- give out small bag of candy with a DECA sticker on the front (can also be given to members who pay dues)
- Table at a Club Day with officers recruiting/promoting DECA.
- Create a DECA brochure for Open House, Parent/Teacher Night, etc.
- Decorate a large sign/banner/poster. Allow students to sign the banner once dues are paid.
- Have a “door prize” drawing during recruitment when members pay dues.
- Use “influencers” from your local chapter to promote/recruit.
- Offer DECA points to current DECA members who “refer-a-friend” that also joins.
- *list other ideas:*



Promotion

- Theme Poster that all DECA member sign so that people can see who joined DECA
- DECA tailgates
- You’ve been DECA Rated- Decorate lockers or send candy to your members
- Find the Diamond - Print out small DECA Diamonds and hide them around the school. As students find diamonds that have been hidden, they bring them back to you and you give a small prize (handful of candy, gift card, etc.)
- DECA Cornhole Tournament
- DECA Promotional video- Create a video promoting your chapter
- DECA Rate Pumpkin- hold a contest during lunches to decorate a pumpkin
- *list other ideas:*

Community Service

- Participate in the State Community Giving Project.
- Toy Drive- Collect toys for local students in need at the holiday.
- Can Food Drive
- Nursing home- make crafts for or with the local nursing home, Valentines for the elderly, play games or read with the local residents.
- Plastic bag drive (collect clean plastic grocery bags from teachers and students) for local food bank market to donate for use at a local food pantry.
- Veteran's Day presentation- place small flags outside by DECA members or place a banner at the front of the school honoring veterans or collect pictures of veterans and socially promote local veterans.
- Grace's Kitchen- Create cutlery packs for Grace's Kitchen.
- Charitable Organization- Contact your local charitable organizations like homeless shelters, prisons, humane society, Salvation Army, hospitals and battered women's shelters to meet the needs of local community members.
- Parks Clean-up Day - partner with your local city's parks and recreation department to clean parks in your city.
- *list other ideas:*



MDA Fundraisers: submit MDA donations to <https://mda.donordrive.com/campaign/Alabama-DECA>

***If paying with check, click the green "bank account" button in donations, then use the routing number and account number at the bottom of the check to submit online.**

- Shamrock Party - students wear all green, play games, and are required to make a donation to MDA through the shamrock program
- Auburn/Alabama football contest- Create paper footballs for each team and sell them for \$1. Have contest between business classes or grade levels. Be sure to hype through student announcements and hang footballs in highly visible area.
- Turkey Treats (see [flyer link](#)) - could also be Halloween Ghosts!
- *list other ideas:*



2021-2022
ALABAMA DECA
STATE ACTION PROJECT

Title Page for Submission

MAXIMIZE YOUR MOMENTUM WITH _____
CHAPTER NAME

- YOU'VE GOT A FRIEND IN ME Chapter
- REACH FOR THE SKY Chapter
- TO INFINITY & BEYOND Chapter - *DIAMOND Chapter*

Social Media presence: (fill in all that applies to your chapter)

DECA Chapter/School website: _____

Facebook: _____

Instagram: _____

Twitter: _____

Other: _____

My DECA Chapter has completed the State Action Plan and have uploaded or attached the appropriate documentation from each completed activity.

ADVISOR NAME

SIGNATURE

ADVISOR NAME

SIGNATURE

DATE

