

MDA GUIDE

2026-27

MDA
Tips

Officer
Testimonials

Chapter
Testimonials





FUNDRAISE YOUR WAY FOR MDA

Fundraise Your Way for MDA encourages you to customize any community service projects to your chapter's needs. This means that you can create your own path to greatness for MDA and your community.

How will you Fundraise your way with MDA?



TABLE OF CONTENTS

What Is MDA?

- Page 3 – History of MDA
 - Page 4 – MDA.org Information
-

Why MDA?

- Page 5 – Why DECA partners with MDA
-

Alabama DECA

- Page 6 – Alabama DECA State Officer Testimonials
-

Thompson DECA

- Page 10 – Thompson DECA's Excellence
-

Recommendations

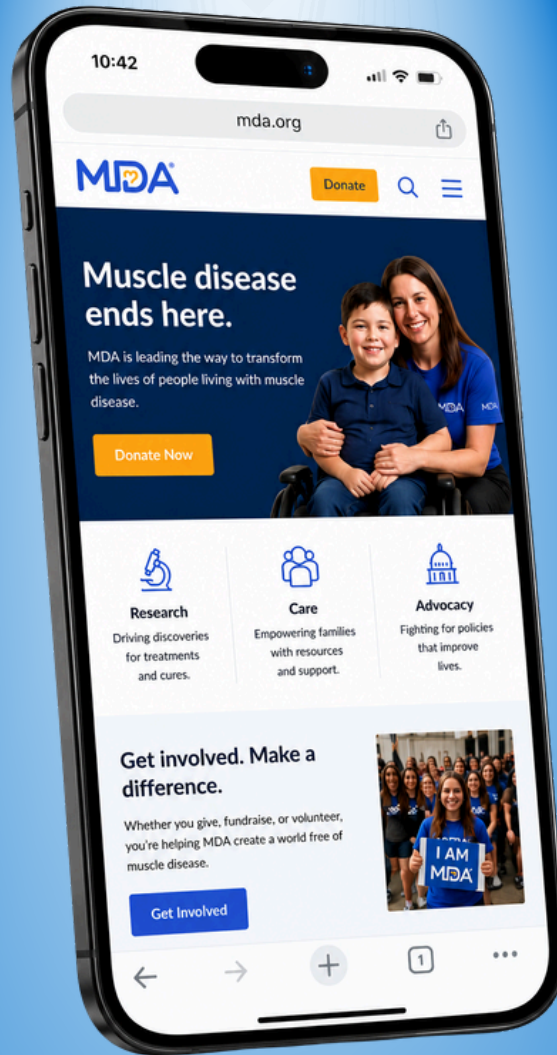
- Page 12 – Alabama DECA MDA recommendations

ALABAMA DECA



What is **MDA**[®]

The Muscular Dystrophy Association is a nonprofit dedicated to helping people living with neuromuscular conditions and other muscular diseases. Additionally, they help family members impacted by muscular dystrophy. For the last 75 years, MDA has been recognized for their dedication to community outreach and research. Specifically, they have raised more than \$3 billion for research into conditions like muscular dystrophy, ALS, and others.



**Visit the MDA website to learn
more about how you can
support MDA!**

WHY MDA?

“For over 40 years, DECA has been a vital partner in MDA’s mission, contributing more than \$8 million to support groundbreaking research, expert medical care, educational resources and advocacy. Thanks to this incredible partnership, DECA directly helps individuals with neuromuscular diseases live longer and independently.”

Every DECA chapter and member is capable of contributing to MDA’s mission. Our collective efforts can carry forward the powerful legacy of DECA and MDA, creating a brighter future for all those affected by neuromuscular disorders.



This guide will explain and help your chapter get involved deeply in MDA to make a meaningful impact.



Peyton Hutton

VP of Community Service

"Demopolis High School organized a color run this past year. We used this not only to reach the community, but to also raise money to MDA. This made us around \$500 and gave us a good platform for future events in the community and the school."



Chloe Park

President

"Auburn DECA sold sodas and energy drinks at our annual Homecoming Festival. Members worked to sell drinks to classmates and collected around \$300 for MDA. We plan on continuing our Homecoming Drink Stand tradition while adding alternate fundraising ideas like restaurant partnerships and holiday events."

Isaac Eaker

VP of Chapter Relations



"DECA-the-Halls is my favorite Spain Park DECA event because it is so much fun. Students pay \$5 to watch their peers perform Christmas-themed singing and dance routines. Students vote for the best performance, and the event typically raises about \$1,000 for MDA."



Bettye Atkinson

VP of Marketing

"Hoover DECA has done our Fall Carnival benefiting the Muscular Dystrophy Association (MDA). Instead of selling tickets for each activity, we used the admission fee as each person's ticket into the carnival, and all of the money from admissions went directly to MDA. It was so cool to see our school and community come together to have fun while supporting such an important cause."



Arnav Aggarwal

Former VP of Leadership

"LAMP DECA had different spirit nights with local restaurants around Montgomery where we had team dinners while contributing to our LAMP DECA fund. We continued our annual LAMP DECA Trunk or Treat night where we invited local students to come and trunk or treat with us while fundraising money for MDA."



Alabama

State Officer Team

These five recommendations have been used by Alabama DECA state officers in the past. Feel free to use them to use these ideas to ensure MDA fundraising growth.



Thompson DECA

Over the last two years, Thompson DECA has represented MDA fundraising excellence. In 2025, they placed eighth in the world for total fundraising for MDA, and in 2026, they placed fifth. In total, over the last two years, they have raised over \$10,000 for MDA.

Thompson DECA



“Thompson DECA has found success in supporting MDA through a variety of engaging fundraising initiatives. Our Coats & Cocoa event collected donated winter coats for those in need while raising over \$3,000 through hot cocoa sales leading up to Christmas. We have also previously hosted a kickball tournament where participants each donate \$10 to play, creating another fun and successful fundraiser. In addition, our Homecoming King and Miss THS Pageant Viewer’s Choice competitions encourage friendly competition, with donations counting as votes for each candidate. These events have allowed us to make a meaningful impact for MDA through DECA!”



Recommendations

Recommendations mentioned in this guide can, and are encouraged to, be modified or redesigned to better fit your school's rules/structures and community's needs. Here is a list of fifteen Alabama DECA recommendations for community service projects and fundraisers.

1. DECA Giving

Find a local business that is willing to host a DECA night. Negotiate terms or follow the business's partnership rules to secure a portion of profits for your chapter.

2. Local Business Partnership

Build a tiered program with varying sponsorship package options that businesses can choose from. Promote these sponsorship packages to local businesses. In return, your chapter can help promote your local businesses through social media content, logos on DECA t-shirts, gratitude cards, and more.

3. HOCO-Fest

If your school hosts a homecoming event festival or any other similar school event, sell sodas or energy drinks for \$3-4. Adjust pricing and products depending on your school's demands. With permission from your school, your chapter can also sell sodas/energy drinks during the school day to raise money for MDA.

4. Bake Sale

Organize members to bake or buy baked goods to sell to students throughout the school day or special event.

5. Other Sales

Work with a local company to sell a product in your community. Have each member sell a certain amount of the product. Organize a day for delivery and have the members deliver them to buyers.

6. DECA-Rate Pumpkins

Buy pumpkins and have members pay to DECA-rate one. Members can then vote on their favorite pumpkin.

7. Color Run/Walk

Arrange a run or walk around your school or somewhere in your community. Ensure that your chosen location permits colored powder being thrown. Charge a registration fee to run and sell bottles of colored powder to people watching the run or walk for them to spray powder on runners.

8. Auburn v. Alabama Football

Sell footballs and allow members to paint them in support of whichever team they are rooting for. This idea is not limited to the Auburn-Alabama rivalry and can be applied to any event or game where people root for different teams.

9. DECA-the-Halls

Students volunteer to perform talents or just have fun on stage. DECA charges an entrance fee and allows students to vote for their favorite performance.

10. Coin Drive/Kidnap a Teacher

Give each teacher a jar to put in their rooms for students to donate coins. The teacher whose jar ends with the most amount of money after a designated period of time gets "kidnapped." "Kidnapped," in this context, means that the selected teacher will be able to get the rest of a school day off at no charge.

Ensure you communicate clearly with your school's administration to execute this fundraiser idea.

11. Car Wash

Organize members to volunteer to run a car wash. Sell tickets beforehand or on the spot.

11. Candy Grams

Sell candy grams or goodie bags that students can buy and customize. Your chapter can work together to set the price and decide on which candies to include. Overlapping candy grams with major holidays like Thanksgiving, Christmas, and Valentine's Day is especially effective in increasing participation.

12. Concert/Talent Show

Schedule your school's band, orchestra, or other performance group for a concert/talent show. Charge an entry fee and sell concessions.

13. School Festival

Host a school festival with games, food, drinks, and other fun activities. Your chapter can sell tickets to members for an opportunity to play games or buy food.

14. Yard Sale

Encourage members and students to donate old clothes or toys to resell. Hold a sale at your school and market it to your broader community to increase traction and attention.

Contact Us

Chloe Park– State President

president@alabamadeca.com
@deca__chloe

Bettye Atkinson– VP of Marketing

vpmarketing@alabamadeca.com
@deca.bettye

Isaac Eaker– VP of Chapter Relations

vpchapterrelations@alabamadeca.com
@deca.isaac

Peyton Hutton– VP of Community Service

vpcommunityservice@alabamadeca.com
@deca_.peyton

