



DECA LEADERSHIP TOOLS

DECA
**EMERGING
LEADER**
SERIES



DIAMOND FUNDRAISING MODEL

Just like businesses with financial growth plans, DECA chapters also need to create financial plans that support forecasted expenses, identify possible revenue sources, and diversifies access to financial resources. Unleash your fundraising potential and learn valuable business financial principles through the DECA Diamond Fundraising model!

DIAMOND FUNDRAISING MODEL

WHAT IS THE DECA DIAMOND FUNDRAISING MODEL?

The DECA Diamond Fundraising Model is the formula for an effective chapter fundraising plan. Having a plan is important because it defines direction, changes the shift from “reactive” fundraising to “proactive” fundraising, and encourages involvement by the entire chapter. The model includes four areas that make up the fundraising mix: local advocacy, partnerships, personal selling, and events and activities. A fundraising plan that incorporates all four areas ensures diversity and creativity in the ways funds and resources are raised for the chapter.



DIAMOND FUNDRAISING MODEL

EXAMPLES

EXAMPLES



EXAMPLES

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DETERMINING YOUR DIAMOND FUNDRAISING MIX

Instructions: Complete the fundraising mix exercise. Use this worksheet to estimate financial figures and help guide your chapter in the first phase of fund development planning. A more detailed fundraising mix and budget may be prepared with your local chapter and advisor using historical financial figures for a more accurate budget for the upcoming year.

STEP 1: EXPENSES—How much does your chapter need to raise?


TOTAL EXPENSES

STEP 2: REVENUE—Chapter Income Strategies



PERSONAL SELLING

Membership Dues	\$ _____
Member/Family/Parent Contributions	\$ _____
School-Based Enterprises	\$ _____
DECA Partner/Vendor Fundraisers	\$ _____



LOCAL ADVOCACY

School Support	\$ _____
Grants	\$ _____



PARTNERSHIPS


Advertisements/Promotions	\$ _____
In-Kind Contributions	\$ _____
Contributions from Industry Sponsors	\$ _____



EVENTS + ACTIVITIES

Incentive/Top Performance Activities	\$ _____
Special Events	\$ _____

TOTAL REVENUE \$ _____


NET INCOME

The Bottom Line! In finance, calculating net income, also known as the bottom line or profit margin, is one metric used to measure financial success of a business. DECA chapters model business financial measures by creating chapter budgets and identifying the bottom line by using the net income formula: Revenue - Expenses = Profit Loss.

DIAMOND FUNDRAISING FACTORS

When considering a revenue strategy, it is beneficial to think through how all factors come into play. This will help determine the fundraising activities and strategies that are the best fit for your school, chapter, and members.



LOCAL ADVOCACY STRATEGY

TIP #1	TIP #2	TIP #3	
Promote contributions your DECA chapter makes to the community.	Communicate consistent, positive, and timely DECA branded messages.	Send thank you letter and picture of your chapter to policy makers.	
IDEAS AND RESOURCES			
FUNDRAISING FACTORS			
MEMBERS REQUIRED	Crew of few	Meet in the middle	All hands on deck
DEGREE OF DIFFICULTY	So easy a caveman can do it!	Great members can do it!	Great leaders can do it!
START UP CAPITAL NEEDED	Little to none	Moderate	Significant
TIME HORIZON	Immediate return	Mid-term return	Long-term return
FUN FACTOR	Boring	Bliss	Blockbuster
PAYOFF POTENTIAL	Bronze	Silver	Gold



PERSONAL SELLING STRATEGY

TIP #1	TIP #2	TIP #3	
Revisit “old-school” favorites with a “creative twist.”	Check the calendar and ensure school approval.	Consider your competition—be unique!	
IDEAS AND RESOURCES			
FUNDRAISING FACTORS			
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DIAMOND FUNDRAISING FACTORS

PARTNERSHIP STRATEGY

TIP #1
Demonstrate credibility.

TIP #2
Understand the needs of your target partners.

TIP #3
Identify your network and make the invitation.

IDEAS AND RESOURCES

FUNDRAISING FACTORS

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EVENTS AND ACTIVITIES STRATEGY

TIP #1
Plan ahead.

TIP #2
Work together as a team.

TIP #3
Get educated about DECA incentive programs and activities.

IDEAS AND RESOURCES

FUNDRAISING FACTORS

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GET CONNECTED
www.decadirect.org











































DECA STRATEGIC COMMUNICATIONS PLAN

TOP TEN SOCIAL MEDIA SUPPORT RESOURCES

- 1. Hootsuite** – Schedule content across Facebook, Twitter and more using one simple, free service. Use this to post up a week or month’s worth of updates on a schedule instead of having to post individual updates every day, as well as to manage multiple accounts.
- 2. Twitter Counter** – See the statistics of follower growth for Twitter accounts through this social media analytics tool.
- 3. Studio** (for simple layout/design) – What Instagram did for photography, Studio does for layout and design. Add layers to your photos to add a creative, design twist to your images.
- 4. Paint.NET** – Free and powerful program for editing photos for social media on your computer, offering you many more options than a program like MS Paint, but easier to use than Photoshop.
- 5. Gramblr** – Want to post an Instagram photo to your account, but you don’t have the photo on your phone? Gramblr is a free service which allows you to post photos from your computer.
- 6. Rollip** – Before you post that photo on Gramblr, use this additional free service to add filters and effects to photos before you post them.
- 7. Bitly** – Twitter will automatically shorten your links for you, but Bitly will let you customize the URL people click on as well as track how many people click on the link, all for free.
- 8. Facebook Insights** – Facebook continues to offer all kinds of insights about your organization’s Facebook page, including number of likes, number of people reached, and number of people engaged. Use these numbers to figure out which content works best for interacting with your members!
- 9. Google Analytics** – Similar to Facebook Insights, use Google Analytics to track the number of people who are visiting your website or clicking on each page to see which content gets people most excited.
- 10. Google Alerts** – Set up a free alert every time someone posts up an article containing a key word, including “DECA”, your organization’s name, or anything else, and this service will email you with a link to see what people are saying.

MONTHLY SOCIAL MEDIA PLAN

AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
FOLLOWERS				
   	   	   	   	   
FEBRUARY	MARCH	APRIL	MAY	JUNE
FOLLOWERS				
   	   	   	   	   

JANUARY

COOL IDEAS AUGUST THROUGH OCTOBER

Membership Madness – Focus on building your chapter up with new student, professional and alumni members.

- **Social Media Raffles** – Give away awesome prizes to people who follow you on social media by letting them enter a raffle by liking, sharing, retweeting, or otherwise engaging with your social media. Write the names down on pieces of paper, draw a winner, and announce it over social media!
- **New Member Spotlight** – When a new member pays their dues, highlight them on social media with their photo and the reason they joined DECA. People love the thrill of seeing themselves promoted!
- **Chapter Meeting Videos** – Show your audience the excitement of your chapter meetings by posting videos of the highlights on YouTube or Vine and sharing them with others who might be interested in joining!

NOVEMBER THROUGH JANUARY

DECA Month/Chartered Association Conference Preparation

- **DECA Campaign Highlights** – You're already doing awesome work in your chapter to qualify for the Membership, Promotional, Community Service and Global Entrepreneurship Week Campaigns, so make sure to highlight your activities on social media with an appropriate hashtag so others can see your great work.
- **Share Conference Excitement** – Start posting photos and videos from last year's Chartered Association and International Career Development Conferences to get people excited for competition preparation.
- **Spotlight on Success** – As your members reach milestones in their competitive event preparations, praise them on social media so they can feel the thrill of recognition and others can see the hard work they're putting in.

FEBRUARY THROUGH APRIL

Conferences, Conferences, Conferences!

- **Celebrate Your Victories, LIVE** – Post live updates from your Chartered Association and International Career Development Conference showing in real time the fun you had and the victories you achieved. Individual shout outs for winners are especially cool!
- **Capture the Memories** – Remember to not just send out social media content with your current audience in mind, but to document moments that you can use to highlight in membership recruitment efforts at the beginning of the year.
- **Social Media Prizes** – Give opportunities for people who AREN'T attending the conferences to win prizes or recognition for interacting with your social media outlets during conferences. The 10th person to "like" a status could win a free chapter t-shirt, for example.

MAY THROUGH JULY

Celebrate Your Accomplishments

- **Recognize Your Supporters** – Focus on giving special attention on social media to any donors, professional or alumni members, and business partners who helped you reach success this year.
- **Party and Promote** – Have an end-of-the-year chapter banquet and share the coolest moments on social media for everyone to see the excitement in your chapter.
- **Start Building for Next Year** – Share the new DECA theme with your audience, start thinking of new ways to incorporate it into your efforts, and start planning before school is out for your social media efforts during the summer. If you're looking for great content to share during the summer, check out DECA Direct!



JULY



WEEKLY CALENDAR

#MotivationalMonday	#TipTuesday	#WeLoveWednesday	#ThrowbackThursday	#FanFriday



DECA COMPETITIVE EVENTS SUPER SUCCESS SYSTEM

As in the global economy, a spark of competition drives DECA members to excel and improve their performance. DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school. The potential for travel, recognition and awards for learning classroom content through DECA's competitive events is a tremendous motivator — not to mention the scholarships and cash awards recognizing DECA members for outstanding achievement.

The DECA Competitive Events Super Success System is designed to help chapters formulate a monthly competitive events preparation plan to take your members' performance from good to great! Hopefully, DECA will see your selfies with a trophy on stage at your local, regional, association conferences and maybe even the International Career Development Conference!

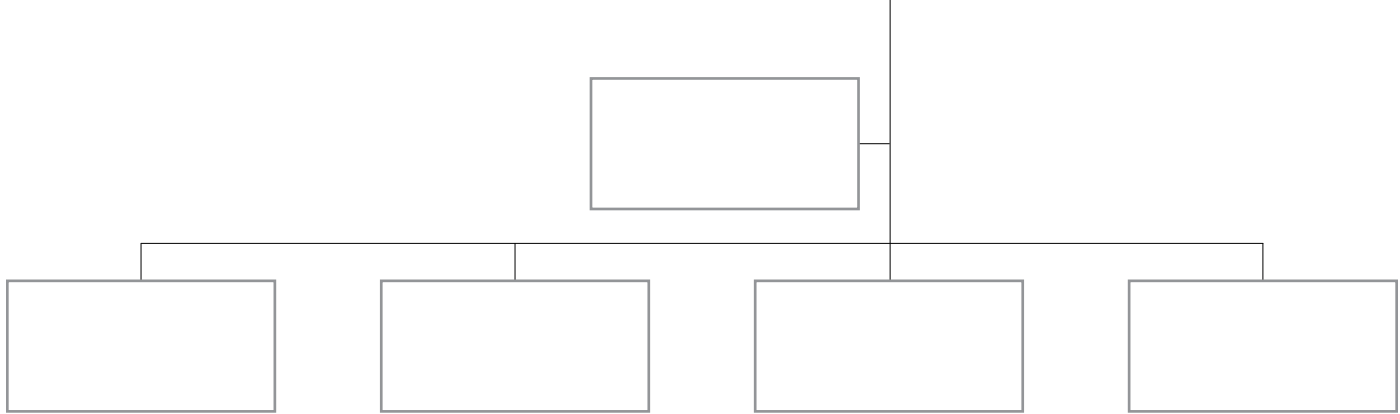
DECA COMPETITIVE EVENTS SUPER SUCCESS SYSTEM



SHARE	SPIRIT	STRATEGY	SUCCESS	SURVEY
Share DECA's competitive events and what qualities generate success in them.	Get your members excited and help them understand why competition - and winning - is awesome!	Give your members the tools and strategies they need to succeed, from study materials to personalized feedback.	Recognize the successes in your chapter, from completing a practice exam to winning at ICDC!	Evaluate your members and DECA Executive Team to figure out what works and what can be improved.







MY CHAPTER COMPETITION STRUCTURE

 VP of Career Development









MY CHAPTER'S MONTHLY COMPETITION PLAN

SCHEDULE

AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY
					
FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
					

DECA COMPETITIVE EVENTS SUPER SUCCESS SYSTEM

SELECTION	STRENGTHS & WEAKNESSES	SKILLS
 <p>How do you select a competitive event? FACTORS TO CONSIDER:</p>	 <p>How do you assess talents and opportunities? FACTORS TO CONSIDER:</p>	 <p>How do you help people develop their skills? FACTORS TO CONSIDER:</p>
STANDARDS	STUDENT-LED STUDY GROUPS	SIMULATIONS & SCENARIOS
 <p>What are your chapter's expectations for competitors? FACTORS TO CONSIDER:</p>	 <p>How do you help each other to succeed? FACTORS TO CONSIDER:</p>	 <p>How do you simulate real competition? FACTORS TO CONSIDER:</p>

Helping members

in their competitive events

Helping members

the right competition fit

DECA COMPETITIVE EVENTS SUPER SUCCESS SYSTEM

SUPER SETS

10 WEEKS OUT

9 WEEKS OUT

8 WEEKS OUT

7 WEEKS OUT

6 WEEKS OUT

5 WEEKS OUT

4 WEEKS OUT

3 WEEKS OUT

2 WEEKS OUT

1 WEEK OUT

SCORESHEETS



What do competitors need to know about competition scoring?

FACTORS TO CONSIDER:

STRESS MANAGEMENT



How do you help members turn stress into positive pressure?

FACTORS TO CONSIDER:

SUCCESS STORIES IN THE NEWS



How will you celebrate and share success?

FACTORS TO CONSIDER:



ACCOUNTABILITY + PRODUCTIVITY TOOLS

No doubt about it. We are busy leaders. In the time it took you to read this sentence, over 20 million emails were written. And, that number is expected to double by 2018! The average teen receives more than 100 text messages per day. And, that does not include notifications from Facebook, Snapchat, Instagram and other social media. A UC Irvine study reported that on average we go no longer than four minutes without being interrupted. And, once interrupted it can take us 30 seconds to several minutes to get back on track.

If you like most leaders, the act of planning, using your skill, and even giving excellent delivery on a single task is not the daily issue you face. The real challenge for leaders is managing multiple challenges, opportunities, and projects coming at them at once. Emerging leaders who are service minded are helpful and effective. And, when you're effective and helpful, it seems there is no end to the needs you see to make a difference nor the list of issues people will bring you to solve.

Becoming a great leader, let alone being a leader of leaders, takes development of accountability and productivity. DECA has provided you with some proven productivity and accountability hacks to help you lead better, manage more, and be more accountable.

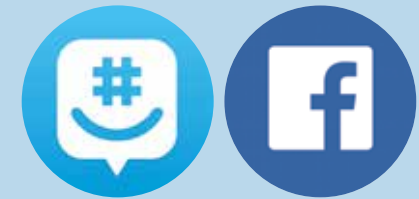
10 POWER TIPS FOR PRODUCTIVE DECA LEADERS

1. According to studies done at TRI Leadership Resources, there are 4 key ways to get better time and productivity: _____ MORE, _____ LESS, _____ TO DO MORE, _____ TO DO LESS. Training, skill, discipline, yes/no management, clarity, happiness, incentive, delegation, and reducing negativity and distraction are the key tools leaders use personally and with their team to get ahead and stay ahead.
2. If you have more than _____ priorities, you have no priorities. Get those priorities completed. Then, you can line up your next set of priorities to get done.
3. Conflict resolution vacuums air. Text messaging or email is only _____% effective at resolving conflict. When you have a personal issue with someone _____ is 95% effective at helping you resolve conflict.
4. _____ % of email is read on a mobile device. Start your emails with a solid subject line. Use the terminology, "The purpose of this email is to..." so the reader can easily find the email purpose. Next outline your request or action needed (use please and thank you!). Then if additional support material or background information is needed, add it below the purpose and action elements of your email for reference.
5. Turn off as many notifications and alerts as you can personally handle on your technology. It will reduce distractions and save your mobile device battery.
6. Ensure your DECA Officer Team has a strong leader from each of the _____ Major Leadership Styles. Your team will encounter a number of tasks and challenges ideally suited to one of the DECA Major Leadership Styles. Delegate to the leader who has a natural strength and passion in this area. They'll get it done faster.
7. Multi-tasking is a _____. Your mind can only actually pay attention to one thing at a time. Studies show those who attempt to multi-task are actually less efficient.
8. If thoughts and ideas are _____, they are in the wrong place. Reduce forgetfulness, frustration and mind overload by using online or cloud-based _____.
9. Learn and use the short cuts for your computer keyboard, smart phone and mobile devices. A bunch of little advantages and time savers can add up!
10. _____ minutes is the optimal time your body and mind can go full speed without a break. Trying to work straight through without a break makes you less effective. Schedule time with yourself to concentrate on DECA, visit DECA Direct, rest, and get your projects done without interruption.

TOP ONLINE TOOLS FOR DECA PROJECT MANAGEMENT



TOP ONLINE TOOLS TEAM COMMUNICATIONS



PROFESSIONALISM TOOLS

Within _____ seconds of meeting someone, they form _____ impressions about you and the organization you represent.

MAKING INTRODUCTIONS

1. START STRONG

- Introduce two people as soon as you can
- Be cautious not to interrupt a conversation
- Find the opening and give others a strong start

2. DETERMINE THE RESPECT RANK

- Ladies and gentlemen (unless the man is significantly older)
- Great age before great youth
- Relatives before friends
- Leadership before membership (e.g. association officer to chapter officer)
- Customer (e.g. prospective member or DECA partner) to colleague (e.g. officer)
- Longest relationship before newest relationship

When Equal: The person you don't know well to the person you do know well

In Business: Rank before gender

3. STAY STRONG

- State the name of person with highest rank
- Then present the person of lower rank

Example: "Dad, I'd like you to meet Annabelle, our DECA chapter president."

Example: "Mr. Old, I'd like you to meet Madelyn Young."

4. GROW STRONG

- Context to launch conversation
- Provide the connecting thread
- Queue up common ground

Example: "Sarah (Association President), I'd like you to meet Luca Richards, our DECA VP of Hospitality. He's the one who has done a great job of leading our huge membership increase this year."

REMEMBER NAMES

Everyone loves the sound of their own name, but everyone also struggles to remember names. Make the effort to remember names by listening to the name when it's said and perhaps repeating the name out loud. If you are able to associate the name with something memorable, this is also a technique to help you remember.

PROFESSIONAL DRESS



DECA BUSINESS CASUAL

This is looking your DECA best WITHOUT the blazer and tie. That means casual slacks or khakis, a button-down shirt or polo, dress socks and casual shoes (*your shoes and socks should NEVER be anything you would wear to go running or play sports*).

TIP: Wrinkles are the worst! Of course you can iron, but also invest in patterned collared shirts and wrinkle releaser spray to minimize wrinkles. Traveling with your clothes in a garment bag or with a plastic bag from the dry cleaners also helps.



DECA PROFESSIONAL

This is your chance to rock the blazer and look your DECA best! In addition to your DECA blazer, you'll also want to wear dress slacks (*grey or khaki are your best bets - stay away from black!*), collared dress shirt and necktie. No white socks! Shoes and belts should always match.

TIP: Even the finest business clothes won't look good if they don't fit! Go to a tailor (*like our DECA partners at Men's Wearhouse*) to get your measurements. If you've got a slim build, always buy the "slim fit" version of your clothes. You'll look sharper no matter what the brand!



DECA BUSINESS CASUAL

Business casual is crisp, neat and professional. Even though described as "casual," this doesn't mean jeans or your gym shoes! Females should wear casual slacks with a coordinating blouse or shirt with business casual shoes.

TIP: Keep it covered, keep it neutral, keep it classic. When choosing a business casual outfit, dress professionally as if you're going to meet your future in-laws, not go out to a party or night club.



DECA PROFESSIONAL

Just because you'll be wearing the same blazer as everyone else, doesn't mean you can't find an outfit that best fits you to accompany your DECA blazer. Females can wear a business dress or a dress blouse with coordinating dress skirt/slacks. And if you ask Cinderella or Dorothy from Oz, they will be sure to mention professional shoes to match.

TIP: Incorporate color and professional accessories! This is a great way to represent DECA, but with your own personality and style.

GROOMING TIPS



TRAVEL TIPS



ACCESSORIES TIPS



RECOMMENDED PROFESSIONALISM RESOURCES





THE SPOTLIGHT

Representing the Blazer means being your DECA best in all situations. The important thing to remember is whether you're speaking at your chartered association's conference or simply meeting a group of members, people are always watching your behavior as a model of leadership for the organization. In short, **YOU ARE ALWAYS ON STAGE!** Make sure that your actions at all times represent that responsibility.

Here are some tips for minding your mingle and representing the blazer in social situations.

- **Mind Your _____**
In a room full of members and potential partners, you should always be making a conscious effort to meet as many people as possible. Remember that as a leader in DECA, many younger members look up to you as a role model, and many potential partners see you as a representative of your chapter. Your engagement with them gives them a connection to the chapter and makes them feel important.
- **Mind Your _____**
Remember that your body language is even more important to your message than the words you're saying. Give a firm (but not painful!) handshake, make persistent (but not uncomfortable!) eye contact, and keep your stance open and your hands out of your pockets.
- **Mind Your _____**
Keep your conversation positive, friendly, and uncontroversial. Remember that many people will be in awe of you as a chapter leader, so you may need to guide the conversation. The easiest way to do this is to ask open-ended questions about the person you're interacting with. Questions that end with "yes" or "no" or simple answers kill conversation – get them talking about parts of their lives, and maintain the conversation with rapt attention and follow-up questions.
- **Mind Your _____**
If you're looking to continue a relationship with a member or partner, take the initiative to set up future times to interact. This means sharing business cards, inviting them to future events, or scheduling a time to chat again.
- **Mind Your _____**
Remember the reason that you're having the conversation! Small talk can be awkward, but you're working to make people feel more connected to DECA, and to feel excited to support your organization. Keep the end goal in mind, and it can help guide all of your conversations to productive and meaningful outcomes.

I AM DECA

SHARING YOUR DECA STORY

Example

"Hello! I'm Charlie Brown from Peanuts DECA in Great Pumpkin, Minnesota where I get to serve as the Vice President of Finance.

DECA is an awesome association of emerging leaders and entrepreneurs preparing for careers in marketing, finance, hospitality and management.

I love DECA because of the exciting Careers Pathway Conferences they host each year like the New York Experience.

My career objective is to become an investment banker.

My goal this year is to be an international finalist in DECA's Financial Services competitive event. After that my plan is to attend Charles Schultz University and major in finance. Financial Services is just one of more than 50 competitive events in DECA's Comprehensive Learning Program. I invite you visit www.deca.org to see all of the great opportunities DECA has for emerging leaders and entrepreneurs."

I AM	+	DECA
<p>Write your story below! Start with a warm greeting and state your name, DECA position, chapter and location. Then follow the "DECA" model to share your story!</p>		DESCRIBE DECA <i>[e.g. Mission]</i>
		EXCITED ABOUT... <i>[How has DECA positively impacted your life?]</i>
		CAREER INTEREST AREA... <i>[What's your career objective?]</i>
		ACHIEVEMENT ACTION GOAL <i>[Share your goal in DECA this year]</i>

4 KEYS TO YOUR DECA STORY...

D _____

E _____

C _____

A _____

WHAT THE AUDIENCE NEEDS...

Number of Times to Practice to Reach Elite Delivery Level

