

Tips and Tricks to Increasing Chapter Membership

“Why Should I Join DECA?”

There are **LIMITLESS** reasons for students and adults to join DECA but it is up to current members and advisors to promote the organization and all of its wonderful opportunities.



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L- Let Members Know About the Opportunities

Many upper class members will be interested in the scholarships Texas DECA and DECA Inc. offer at their Career Development Conferences.

Some students may be interested in the various community service campaigns that DECA hosts each year. Promote ways for chapter members to get involved with DECA outside of competition.

I- Ignite the passion for DECA:

Everyone loves to win!
Display any past DECA
awards or trophies so
that new members can
see what they have to
look forward to when
they succeed in
competition.



M- Meet New People:



Let members know about the networking opportunities DECA provides. Often times, connections in DECA can lead to internships or even paid jobs. Not to mention, the friends you make in DECA will last a lifetime.

I- Information Booths

Informational booths are essential to building membership. Host a booth at every possible organization promotion day at your school.

Booths will attract passing students and parents so always have a promotional handout ready to give to anyone interested in DECA.



T- Travel

DECA allows its members to travel to new places for conferences each year. Promote trips to State CDC across Texas and International CDC in Nashville, Anaheim, Atlanta, and Orlando.

If your chapter offers DECA Days to places like amusement parks or sports venues, always promote these because some members might just want to come along for the ride and experience.

L- Let members create their own DECA experience:

Not every member is going to have aspirations to win some DECA Glass. Allow members to find an event or campaign that has a workload that suits their level of interest.

Typically, it only takes one taste of DECA to fall in love and then you will have a returning member for life.

E- Engage new members:

Underclassmen often have lots of potential and passion. If your school allows it, put emphasis on recruiting underclassmen by offering them the opportunity to build their identity around DECA.

Regardless of grade, DECA offers its members a Texas-sized family to be apart of.

S- Social events:

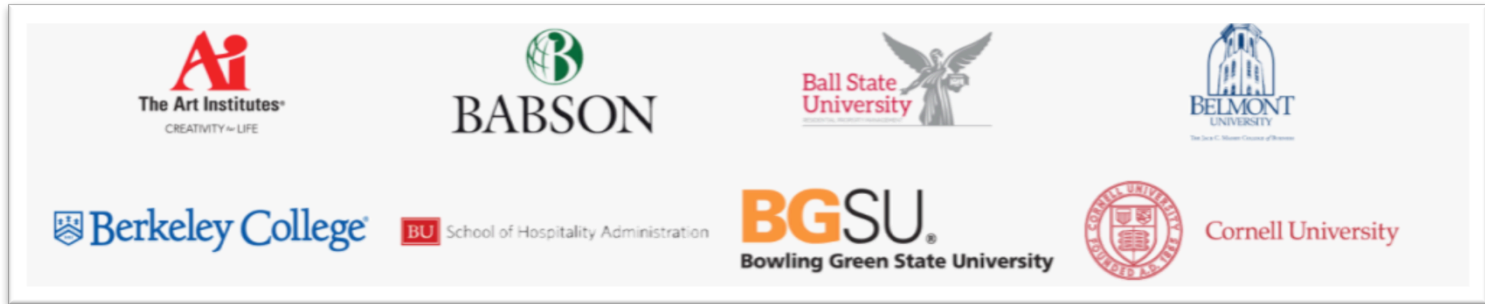
All high schoolers love to have fun. Offer members the opportunity to participate in chapter wide social events.

Some ideas for chapter social events would be: roller skating night, DECA sponsored tailgates, chapter bowling, movie nights, and board game exhibitions.



S- Strong Resume Builder:

Having a strong resume is important for not only college admissions but for future jobs. Let students know how much of an impact DECA can make on their professional image as they begin to think about life after high school.



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There are **LIMITLESS** reasons to join DECA. Here are a few more tips on how to increase membership:

More Reasons to Join DECA

People will do a lot to get a cool t-shirt!
Promote your chapter's DECA shirt in order to get people interested in joining DECA.



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More Reasons to Join DECA

Invite Alumni members to speak: Testimonials are a great way to get potential members to understand the limitless benefits that DECA will create in their future. If you don't have an alumni member from your chapter, talk about other famous DECA alumnus like Jay Leno and Josh Duhamel.



More Reasons to Join DECA

Career Experience: DECA helps its members define a career path that they are interested in. From marketing, finance, hospitality and management, DECA members can see what a future career in numerous fields of business might entail.

Graduation Cords: DECA Images has cords your school can hand out to DECA members. Let potential members know that by becoming a member, they can be DECA-rated at graduation!?

More Reasons to Join DECA

Utilize Social Media: Social media is a great way to connect and interact with students. Social media promotion can generate interest amongst students and lead to increased membership.



More Reasons to Join DECA

Alumni and Professional Members are just as important as student members. Encourage each student member to recruit one alumni or professional member and you will see your chapter membership soar.

A great Texas DECA resource to use is the Professional Membership handout that can be found on TexasDECA.org: <https://www.texasdeca.org/chapter-management-resources/>

More Reasons to Join DECA

Food, Food, Food: A great way to attract new students is by offering food at your meetings. Whether it is a cookie platter or pizza, students may come for the food, but they will definitely stay for DECA!

