

2021-2022 WASHINGTON DECA

MEMBERSHIP **ASSISTANCE PROGRAM & INITIATIVES**



WWW.WADECA.ORG/MEMBERSHIP

MEMBERSHIP ASSISTANCE PROGRAM



The Membership Assistance Program will provide financial support to help chapters pay membership fees for students who cannot afford to participate.

The intent of the Membership Assistance Program is to support high school members who cannot afford to pay dues but who would otherwise participate in their local DECA chapter. Assistance will be awarded in three tiers based on the application, and F/R lunch%. Chapters who have less than 35% F/R lunch can still apply for individual member support. This program is for student members and does not include advisors, alumni, or professional members. If criteria is met from the implementation plan below, Washington DECA will issue funds based on the following:

- School is 35%-49% F/R lunch = WA DECA will provide funding for 25% of submitted members
- School is 50%-74% F/R lunch = WA DECA will provide funding for 50% of submitted members
- School is 75% - 100% F/R lunch = WA DECA will provide funding for 75% of submitted members

Assistance is available for new and/or returning chapters/members, based on 2020-2021 membership numbers. An application must be completed by advisors and signed by the CTE Director or Principal. The following criteria must be met:

- The chapter cannot have outstanding dues or conference payments.
- Membership must be submitted by November 15, 2021 (for allocations).
- Student Membership submitted to DECA Inc must show increase from 2020-2021.
- Washington DECA will check membership roster on DECA Inc and submit check to chapter by November 30, 2021 (for payment to DECA Inc by December 15, 2021).



Timeline and Important Dates

August 15	Application available August 15. CLICK HERE
October 12	Roster submitted for FLC participation.
November 15	Last day to apply for assistance and student membership submitted for those requesting financial assistance.
November 30	Washington DECA sends check to all chapters who qualify.
December 15	Invoices paid to DECA Inc. for all members submitted on or before November 15.

2021-2022 WASHINGTON DECA

MEMBERSHIP INITIATIVES

Take your membership to the EXTREME with these NEW Chapter Membership Initiatives!



INITIATIVE #1

MEMBERSHIP GROWTH INCENTIVES

Increase your membership from last year and get rewarded!

SEPTEMBER 1 -
NOVEMBER 15

LEVEL	Increase your membership by...	And Washington DECA will award your chapter...	PLUS DECA Inc. will award your chapter...
 MT. RAINIER LEVEL	30 new student members and 30 new alumni or professional members	<ul style="list-style-type: none">• \$100 SHOPDECA Gift Card• 10 WA DECA Swag Items• DECA Blazer	<ul style="list-style-type: none">• 3 additional ICDC Academy spots
 MT. ADAMS LEVEL	20 new student members and 20 new alumni or professional members	<ul style="list-style-type: none">• \$75 SHOPDECA Gift Card• 5 WA DECA Swag Items	<ul style="list-style-type: none">• 3 additional ICDC Academy spots
 MT. BAKER LEVEL	10 new student members and 10 new alumni or professional members	<ul style="list-style-type: none">• \$50 SHOPDECA Gift Card• 1 WA DECA Swag Item• 1 additional ICDC Academy spot	

*Based on your membership as of November 15, 2021, your chapter will receive the highest incentive level earned.

*Membership increase will be based on your 2020-2021 membership.



INITIATIVE #2

CHAPTER TOOLKIT

Ideas for new member recruitment, chapter meetings activities, and setting your DECA year into high gear!

TOOLKIT
AVAILABLE
AUGUST 18

What's available in the Chapter Toolkit?

- Over four dozen activities for chapter meetings
- Recruitment and promotion ideas for social media
- DECA Month/Week ideas
- Ideas for recruitment during afterschool activities, sporting events, club fairs, and more!
- Ideas to keep returning members engaged and excited
- Learning about Washington DECA's new ways to socially connect with other chapters
- Unique chapter bonding ideas to build your DECA family
- Suggested recruitment and promotion calendars – ensure your chapter is diversifying the events, activities, and social content needed for successful PR and outreach!

2021-2022 WASHINGTON DECA

MEMBERSHIP INITIATIVES



INITIATIVE #3

THE EXTREME MEMBERSHIP CHALLENGE

SEPTEMBER 1 -
NOVEMBER 3

Complete missions, win points, unlock bonus challenges, and compete against other WA DECA chapters in the Extreme Membership Challenge!

Who?

Enter the Extreme Membership Challenge as a CHAPTER!

What?

As a chapter, complete missions (mini-challenges) to gain points, recruit new members, and build your DECA family!

When & Where?

Over 75 missions will be available for your chapter to compete in! Complete missions on your own time during chapter meetings, after-school activities, on or off-campus, online, and more! Chapters will submit all mission evidence online.

How does it work?

Missions are mini-challenges for your chapter to earn points from. Each mission allows you to earn anywhere from 10 to 10,000 points! A delegated Chapter Officer will be responsible for capturing evidence of your chapter completing the mission, and formally submitting it to a provided link. Evidence may include a photo, video, proposal, social media tag, chapter recruitment, and more!

What are missions?

Missions are designed to be completed at the chapter's convenience. All missions will be made available online and chapter's can pick which challenges they would like to complete. Make sure to follow the Washington DECA Instagram as we announce bonus missions, give away points, update the leaderboards, and shoutout our playing chapters!

Example of a mission:

DOOR DECOR | 7,000+ POINTS | During a chapter meeting, give each member a piece of paper and instruct them to create a "door decoration design" that promotes joining DECA. Collect all of the designs and hang around the room. Have all members rank their top three designs and then find a way to incorporate the three designs together! Earn 7,000 points for submitting five photos of this chapter meeting activity and the final door! Bonus points will be awarded for creativity.

Why?

Registering for the Extreme Membership Challenge will ensure a fresh, energized, and EXTREME start to a new year of DECA!

Our missions are created for your chapter to work together, bond, and grow! Depending on the missions you choose to complete, you may acquire a set of new marketing recruitment tools, promotional content, new members, social media content, competition prep, and lots more! PLUS, dozens of missions will be based on completion of the activities in the Chapter Toolkit. Your year of extreme starts NOW!

PRIZES

The chapter that earns the most points by November 3 will win!

- 1st Place: Camera Drone, 2 ICDC academy spots, on-stage award during FLC 2021
- 2nd Place: 2 ICDC academy spots, \$50 gift card, on-stage award during FLC 2021
- 3rd Place: 1 ICDC academy spot, \$25 gift card, on-stage award during FLC 2021

REGISTER

The Challenge begins September 1.

Registration form must be completed by a designated Chapter Officer. Last day to register is September 15.

FOR MORE INFORMATION, VISIT
WWW.WADECA.ORG/MEMBERSHIP

2021-2022 WASHINGTON DECA
MEMBERSHIP ASSISTANCE PROGRAM & INITIATIVES

