



# TEAM LEGACY CHAPTER RESOURCE GUIDE

*Fall Leadership Conference  
Chapter Leadership Academy 2019*

## Chapter Officer Guide

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## Greetings from State Officers and Leadership Team

### Greetings Chapter Officer!

Congratulations on assuming this new position. Serving as a DECA officer is as rewarding as you make it. You can provide new opportunities for your members, enable others to become leaders, and stay reppin' that DECA spirit! Remember, you are the representative of your school, your state association, and DECA Inc. as a whole.

The Leadership Team envisioned this guide to encompass everything we would have wanted to know as a Chapter Officer -- ensuring that you leave your **LEGACY** for this 2019-2020 year. Follow these tips to get the most out of this guide!

### **How-To:** Be The Best Officer You Can Be

1. **Remember you are apart of a TEAM.** You want others to be courteous of your busy schedule -- so make sure you are doing the same! You will realize you accomplish more together, then by yourself.
2. **Stay Organized!** Keep a centralized location for all your dates and upcoming activities. Whether that may be Google Calendars or bullet journaling, find a system that works for you. Detonate a bit of team each day to check solely on your chapter.
3. **Create A Central Communication System!** For your members, for your fellow officers, and for your advisor. This way, your ideas are communicated across your team and your members are in the loop.
4. **Take The Time To Understand.** This applies to both your members and your team. Find out what works for them (and what doesn't!) Establishing this deeper understanding will enable you to work more efficiently in a supportive environment.
5. **When In Doubt -- Think It Out.** When encountering conflict, whether that may be stress or miscommunication; think by to your **WHY**. Why are you here? What are you trying to accomplish? What **IMPACT** do you want to make? Remember, you have a support system that wants you to succeed!

Follow these leading guidelines to make the most out of your Chapter Officer experience. Share with us what you are accomplishing this school year-- we are rooting for your success!

### **Your Vice Presidents of Leadership,**

Monica Yu, Ashton Blackwell, Andre Ramsey

## How-to Maintain Consistent Communication

### Platforms To Utilize:

1. GroupMe
2. FaceBook/Messenger
3. Remind (join via code)

### How-To Get Your Point Across

**S** - specific

**M** - measurable

**A** - attainable

**R** - relevant

**T** - timely

When communicating, strive to encompass these factors to get your point across better. For example,

*"Hello Ms. \*Advisor Name\*, we are hoping to get the chapter recruitment drive established by November 15th. This initiative is being led by our Vice President of Marketing and Career Development. We strive to recruit at least 10 new members during the drive."*

Even when working within your chapter leadership team, work together to curate S.M.A.R.T goals to get more out of your time and effort!

## Problem-Solving Techniques

### 1. Define The Problem

What is the **cause**? What is **constraining** you/your team to reach success? What does the conflict **impact/change**?

### 2. Think About It

Think about the issue from **other POVs**, though this may seem difficult -- restraining from criticizing will enable you to identify causes and collect information to better **combat the issue** with your team.

### 3. Plan A Solution

Consider **possible strategies** to approach the issue. Who should you contact? Who can help you and your team **overcome** this obstacle? How will your teammates react to this plan; most importantly -- how do you feel about this plan?

### 4. Look Back & Reflect

Once a solution has been reached, take some time to **reflect**. This is an important step to make sure you **learn** from your experiences -- so don't forget to do so!

Here are some **leading questions** for reflection:

- Does the answer make sense?
- Does it fit with the criteria established in step 1?
- Did I answer the question(s)?
- What did I learn by doing this?
- Could I have done the problem another way?

## Fundraising Tips and Tricks

### Sponsorships: Points To Cover

I am... Greeting, name, chapter position, school/location

**D-** Describe DECA... What's our mission?

**E-** Excited about... What are the positive impacts on your life?

**C-** Career interest area... What are your personal career goals?

**A-** Action items... What are you & your chapter working on? How can they be a part of it?

**\*Key Items:** Make sure you don't run on. In the end it should all come back to, what being a part of your organization means to **THEM**.

### General Fundraising Tips:

- Keep your goals logical
- Don't over use your resources
- Put the fundraiser all over Social Media
- Tell as many people as possible
- Ask people to repost
- Make sure your profit is always more than you investment
- Have Fun!

### Fundraiser Ideas

The following pages are examples of great fundraising projects!

## **Local Restaurant Fundraising**

### **Description:**

There are many quick and easy ways to raise money with your local restaurants depending on what kind of restaurants you'd like to fundraise through. The first is by far the easiest and can be very effective; simply ask local restaurants to keep a money jar for your chapter at the front of the restaurant. This works best for small-medium sized restaurants where you order from a cashier and preferably don't have a tip jar. The second way, Asking local restaurants to host a fundraising dinner for your chapter, may be more difficult but has potential for a high payout. Essentially, the restaurant will supply the food, you'll supply the guests and pledge forms. Guests will be highly inclined to give because they won't have to pay for dinner. This kind of Fundraiser should typically take place at larger sized sit-down restaurants. A third kind of fundraising at restaurants that is very easy to set up is earning a percentage of sales made at some chain restaurants in a set period of time. Many chain restaurants such as Chipotle and Panda Express have fundraising programs in place, more information can be found at these links:

<https://www.pandaexpress.com/fundraiser-landing>

<https://community.chipotle.com/fundraisers>

## **Money Jar**

### **Description:**

1. Create an example jar along with a description of what your DECA chapter is/does to keep with the jar at the restaurant.
2. Appear in person or call over the phone to present the idea to a manager.

## **Fundraising Dinner**

### **Description:**

1. Find a restaurant to host your dinner, use your networking and connections.
2. Make a deal with the restaurant relating to how many people will be there, date, etc., make sure it's reasonable as the restaurant is donating quite a few resources.
3. Create a pledge form attendees can use to give money to the chapter.
4. Invite potential donors (parents, teachers, admins) to the dinner.
5. Prepare a presentation or information packet along with a few words to give at the dinner.

**Percentage of Sales**

See links above or search “[name of chain restaurant] fundraising” in a web browser for instructions.

**Recommended Initial Investment:** \$0**Simplicity and Time Investment Rating:** Varies**5k Race Fundraiser****Description:**

Hosting a 5k race can be a rewarding way to fundraise for your chapter and bring the community together with the health benefits of exercise and friendly competition. It's best to host the race on or around your high school campus and possibly enlist the help of your high school's cross country coach in plotting a course.

**Instructions:**

1. Choose a time and date for your 5k, decide on an entry fee and if that entry fee will include snacks, drinks and a shirt or not.
2. Advertise your race, make sure it's on your local road race webpage (runoly.com is an example of such a webpage for the south sound area).
3. Plot a 5k course around your school.
4. OPTIONAL: make or purchase shirts and gather drinks and snacks for your race. Ask local grocery stores if they might be willing to donate such items.
5. Purchase bib numbers for runners. If you are on a budget, you can write the runners numbers on their hands with sharpie.
6. Collect fees through some means pre race and day of race as well.

**Recommended Initial Investment:** \$20-\$50**Simplicity Rating:** (10/10 most simple) 3/10**Time Investment Rating:** (10/10 least time invested) 4/10**Potential Payout:** Say you get 50 people to run at \$15 per person that's \$750, this idea has great potential for a high payout.

## Shirt Press Fundraising

### Description:

For those looking to make a long term investment into the financial success of their chapter and have some access to liquid capital, purchasing and utilizing a shirt press could be a great move for your chapter. Owning a shirt press won't only make your chapter money, but give your members invaluable experience in communication and accounting. Shirt presses can be used to make prints on various articles of clothing (not just shirts) and sold to clubs and sports teams that need a specific design. School spirit wear could also be made and sold to the general student body.

### Instructions:

1. Purchase a shirt press (commonly known as a heat press). Search "t-shirt heat press" on Amazon or another retailer to find one that suits your needs.
2. Promote to clubs and sports programs at your school that you are able to print whatever kind of clothing they need for a great price.
3. Order the blanks and prints you need for your orders at [blankapparel.com](http://blankapparel.com) and [transferexpress.com](http://transferexpress.com) respectively or another retailer.
4. Press the prints to your blanks with the heat press to fulfill your order. Instructions on using the press should come with it or be found online
5. Deliver your orders and collect payment!

**NOTE:** You could also use it to set up your own spirit wear store or use it in conjunction with your school's existing student store, get creative!

**Recommended Initial Investment:** \$130-\$500 (Strongly depends on how much you're willing to spend, there are some shirt presses on Amazon for as low as \$125). Plus blanks and prints for each order.

**Simplicity Rating:** 2/10

**Time Investment Rating:** 3/10

**Potential Payout:** Say you get 3 clubs and 2 sports teams to order 30 shirts each with a profit of \$10 per shirt that's \$1,500. Not to mention the fact that a shirt press will create returning customers, spirit store potential and real business opportunities for DECA members!

## Local Car Wash

### Description:

If your chapter is looking for a quick and easy way to make money, a car wash is a good option. Hosting a car wash is a great way to bring your chapter and your community together. The best way to host a car wash is to have the car wash at or around your high school and get lots of involvement from your chapter.

### Instructions:

1. Choose a time and date for your car wash. Decide on how much money you/your chapter would like to spend on supplies.
2. Find a local business or get approval from your chapter to host your car wash at that location.
3. Create a good DECA team to promote your car wash within your community(social media is very important!!! Also to help wash cars and take donations).
4. Make sure donation area is visible during your event and your car wash is easily visible from the road.

**Recommended Initial Investment:** \$20-\$50 for supplies.

**Simplicity Rating:** (10/10 most simple) 5/10

**Time Investment Rating:** (10/10 least time invested) 6/10

**Potential Payout:** Say you get 35 people to stop and donate at \$15 per person that's \$375.

## Fan Cloth Fundraiser

### Description:

A clothing fundraiser for those looking to make a long term investment into the financial success of their chapter. Doing this fundraiser every year won't only make your chapter money, but give your members the opportunity to buy and sell your schools merch. School spirit

wear could sold to the general student body, teachers and community to build school spirit and community outreach. The good thing about this fundraiser is most of the things that need to be done are done for you.

### Instructions:

1. Contact Fan Cloth through their website with your school logo and colors you want your merch to be. <https://www.fancloth.com/signup/>
2. Fan cloth art department will create your catalog based on your school logo and colors and deliver the catalogs to you.
3. Create a team to run fundraiser, handle catalogs and collect money at the end of the fundraiser.
4. Promote to the student body to have your deca chapter to sell as many items as possible. Most of the profits will go to your DECA chapter and pay for DECA conferences and trips.
5. At the end of the fundraiser, send each catalog and submit all orders online and earn profits for each item sold.
6. Make sure all the money is collected from each student to pay for each item on the catalog.
7. You will receive your gear in 2 weeks plus shipping. A good marketing plan is to start this fundraiser in November because the gear and items sold could be great christmas gifts!
8. Have each student who participated pick up there gear in your classroom or office and have them sign off the received their items.

**Recommended Initial Investment:** \$0

**Simplicity Rating:** (10/10 most simple) 6/10

**Time Investment Rating:** (10/10 least time invested) 7/10

### Potential Payout:

Every 60-150 items sold your chapter will get \$4.00 per item.

Every 151-250 items sold your chapter will get \$6.00 per item.

Every 251-399 items sold your chapter will get \$8.00 per item.

Every 400+ items sold your chapter will get \$9.00 per item.

## **How-To: Get Everyone to Join YOUR Chapter**

(Sourced from *DECA Direct*)

### **1. Take advantage of DECA's Geofilter Library.**

Using one of these **geofilters** within the first week of school, will create a buzz about your DECA chapter. This will also increase your chapter's social media presence and get people talking about DECA.

### **2. Send personalized letters.**

Sending letters to each student enrolled in a business class inviting them to join DECA while explaining the organization gives each student a personalized feel. These letters enforce that at DECA we value each and every person in the chapter. Usually if a student has enrolled into business classes, they are already interested in business/marketing so introducing DECA can be essential!

### **3. Keep a strong social media presence.**

Creating a schedule and staying accountable with posting helps you reach potential DECA members at little to no cost. Adding pictures and catchy phrases will also increase your member involvement online and make your followers want to keep checking back.

### **4. Be the loudest and most popular recruitment booth.**

Include free giveaways, and play music. Giving flyers away also helps new students remember DECA hours later.

### **5. Explain what DECA is.**

Explaining DECA in a positive and accurate way will help students pick if DECA is right for them. With so many different clubs and organizations to choose from, it can be overwhelming to pick and choose what to get involved. By reinforcing DECA and what it is every chance you can get can help students decide!

To Access **DECA GeoFilters** Visit: <https://www.deca.org/about/communications/>

## Mock Competition Overview

Everything you need to plan, organize and implement a **Mock Competition** on your campus.

For access to a detailed plan/template of the templates, the Student Activities Proposal, and Mock Competition checklist: find the link and download the documents at:  
<https://www.wadeca.org/learndeca/> (under Chapter Officers!)

Example of Resources found under <https://www.wadeca.org/learndeca/>

## Rock The Mock Competition Guideline

### Organize - Task List

1. Flyer (to promote/explain the event) with who, what, when, where, etc.
2. Facility Request (book the rooms/space needed)
  - a. Request permission from teachers to use rooms
  - b. Thank you notes to teachers following event
3. Staffing (students to run the event day-of)
4. Room Set-Up
5. Sign-up
6. Scheduling, check-in, event check-in, etc. is all done on spreadsheet
7. Reminder cards are merged from spreadsheet
8. Name Tags are merged from spreadsheet
9. Events (AAS, RMS, and QSRM) – pull off of website
10. Judge Orientation Script
11. Certificates of Participation (can be put on a resume); merged from spreadsheet

12. Winner certificates or medallions

## **Implement - Event Management Day-Of**

### **1. Room Set-Up (prep and compete rooms)**

- a. Prep Room Event and Section Signage
- b. Prep Room Student Instructions taped down
- c. Prep Room pencils and scratch paper
- d. Compete Room Event and Section Signage
- e. Compete Room Judges Instructions
- f. Compete Room supplies and judge gift cards

### **2. Event Manager Training**

- a. Event Check in (by prep time)
- b. Rotate Prep to Compete
- c. Supplies (highlighters, pencils, scratch paper, timers)

The "Rock-The-Mock Competition" was made for Chapter Officers (that's you!) to be utilized in hosting a fun and engaging learning experience for members of all levels. To access all the templates with steps to get your chapter started: visit

<https://www.wadeca.org/learndeca/> (under Chapter Officers!)

## PoLs - The Good, The Bad and the #DECAcated

### What is a Program of Leadership?

A Program of Leadership (POL), contains an overall plan for you and your teams overarching goals within a set duration of time. These goals are often split into various sections dependent on officer responsibilities or points of interest. When planning for such, remember to utilize the **S.M.A.R.T Goals** we've previously discussed to ensure team efficiency and success!

### Importance of Getting Started Early

The State Officer Team has experience with starting things early (and some things not so early as well). With big plans come big responsibilities -- and allocating time and resources into accomplishing goals in your POL takes a lot of effort. Therefore, we highly suggest you start meeting with your new teams starting in the **summer** (or quickly after election). Whether that may be an officer orientation or bonding activity; find a time and place where you and your team can discuss your goals for the upcoming year.

Already started the school year? **No worries.** We have all been there -- when you think of a great idea but it may or may not be too late already. If your chapter officer team has already begun their term, try introducing a new system. Such as, weekly tasks, monthly check-ins or progress updates. Remember, POLs are meant to keep your life **stress-free**, with more organization and more plans getting done.

### Celebrating the Victories & Learning from Defeat

Reference back to "**Problem Solving Techniques**", and see how you can apply these strategies to combat challenges that you may encounter. Be sure to reflect on how you can use this failure as a learning experience (fails are bound to happen; it is how you bounce back that truly showcases your amazing leadership!). PoLs can seem daunting, with constant deadlines over your heads. However, see this as a form of accountability -- for yourself and your team! When you do accomplish the feat, reward yourself with ice cream or brunch with the team.

**For More Information on How-To Create A PoL OR  
To Access Team Legacies' Program of Leadership,  
Visit <https://www.wadeca.org/learndeca/> (under Chapter Officers!)**

## #HereWeGo To Create A Legacy

The 2019-2020 State Officer Team -- Team Legacy, has been working towards Fall Leadership Conference preparations since the summer began. We have in store, many new initiatives to help elevate your time here in Washington DECA. Each one of the mission-based teams have been working towards creating new experiences for you all: from Hospitalities "**Tune-In-Not-Out**" Distracted Driving Campaign, to Career Developments' "**Rock-The-Mock Competition**"... the excitement is real!

This years Fall Leadership Conference has risen from barely 1,100 attendees to over **1,600 members** in just one year. We are elated to spend this weekend with you all and hope you have enjoyed your time attending the **2019-2020 Chapter Leadership Academy**. We look forward to seeing you all again at State Career Development Conference!



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wadeca.org

**Request A Chapter Visit At:** <https://www.wadeca.org/state-officers/#request>

### **Personal Note:**

We hope that you were able to utilize these tips and tricks to make the most out of your Chapter Officer experience. Everything written here is tried and tested -- so we got your back. Above all, serving in a leadership position is ultimately what you make out of it; you deserve to enjoy this time! So make those memories count, create meaningful relationships and finally, create a **LEGACY** you would want your successors to look up upon.

**From your fellow officer,**

Monica Yu

Vice President of Leadership