



CHAPTER OUTREACH EMAIL TEMPLATES

APPROACHING ADVOCACY AND
SPONSORSHIPS OPPORTUNITIES

DEFINE YOUR PURPOSE

These are templates to guide your chapter's initial contact with **advocacy** and **sponsorship** opportunities in your community. This is a great opportunity to build your chapter's network and achieve certification in **THRIVE campaigns for an additional two spots to ICDC!**



ADVOCACY

Advocacy is key to strengthening your chapter's community engagement!

WHY?

- Influences elected officials and decision-makers to support the organization
- Making your chapter's presence known to key stakeholders
- Build a network for members to connect with internships and job shadowing opportunities
- Achieve certification for Global Entrepreneurship Week, Promotional and Advocacy Campaigns

WHO TO CONTACT?

- Local Government Officials
- Chamber of Commerce
- Youth Boards or Teen Councils



SPONSORSHIP

Reaching out to sponsors helps provide equal opportunities for members!

WHY?

- Provide funding for conferences and chapter activities.
- Reduce financial inequalities and increase chapter membership/engagement
- Network with professionals who can support chapter activities and give members career opportunities
- Achieve certification for Global Entrepreneurship Week, Promotional and Advocacy Campaigns

WHO TO CONTACT?

- Local Businesses
- Small Business Associations
- Rotary Clubs

ADVOCACY EMAIL TEMPLATE

Dear (Organization, Group or Individual being addressed),

My name is _____. I am the (position in chapter) of the (chapter name) DECA chapter. DECA is a career technical student organization that prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management. It provides high school students with business and leadership opportunities, ranging from over a hundred competitive events, career development and leadership conferences and in-classroom curriculums.

INTRODUCTION

My chapter hopes to connect with _____, in hopes to strengthen our relationship with (intended audience). (Explain how this relationship is mutually beneficial)_____.

EXPLAIN YOUR REASONS

We would love to (visit/meet/come in) on (give optimal dates or events when your chapter wants to attend) to (interact with intended audience OR further discuss details).

SET UP A DATE!

Thank you for your time and we look forward to hearing from you and hopefully working with you!

Thank you,
(Your Name)
(Contact Information)

EXAMPLE ADVOCACY EMAIL

SCENARIO: Amy Johnson is the chapter president of the Unnamed DECA Chapter. She is hoping to have her chapter achieve certification in the Advocacy Campaign. To complete one of the public policy maker outreach activities, her chapter is requesting the mayor to issue a proclamation declaring November as DECA Month.

Dear **Mayor Evans**,

My name is **Amy Johnson**. I am the **chapter president** of the **Unnamed DECA Chapter**. DECA is a career technical student organization that prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management. It provides high school students with business and leadership opportunities, ranging from over a hundred competitive events, career development and leadership conferences and in-classroom curriculums.

My chapter hopes to connect with **you and the city council**, in hopes to strengthen our relationship with and presence within the community by **proclaiming November as DECA Month**. DECA Month is the time when chapters worldwide celebrate and promote everything DECA has to offer and we hope to include our community in this celebration. This is a great opportunity to connect our student members, the future community leaders, with the current community leaders and members.

We would love to **meet with you either in-person or over the phone any time after 2 pm in the upcoming two weeks to further discuss details**.

Thank you for your time and we look forward to hearing from you and hopefully working with you!

Thank you,

Amy Johnson

(123) 456-7890

SPONSORSHIP EMAIL TEMPLATE

Dear (Business, Group or Individual being addressed),

My name is _____. I am the (position in chapter) of the (chapter name) DECA chapter. DECA is a career technical student organization that prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management. It provides high school students with business and leadership opportunities, ranging from over a hundred competitive events, career development and leadership conferences and in-classroom curriculums.

INTRODUCTION

To make these opportunities possible, we need help from _____! We are requesting monetary donations to help (reason why you need a sponsorship)_____. Any contribution would be greatly appreciated!

EXPLAIN YOUR REASONS

As a DECA student, I recognize that companies need to benefit from sponsorships; below is a list of ways _____ can benefit by sponsoring _____.

The _____ will...

- Obtain a variety of advertising opportunities (list examples).
- Receive any needed help from our DECA student volunteers, who are always ready to be involved.
- Recognition to _____ for the monetary donation during the event.

EXPLAIN HOW THEY BENEFIT

Thank you for your consideration for supporting _____. Please contact me regarding any questions or donations.

Thank you,
(Your Name)
(Phone Number)

EXAMPLE SPONSORSHIP EMAIL

SCENARIO: Eric Kim is the Vice President of Finance of the Example DECA Chapter. In order to raise funds to help his chapter members attend the State Career Development Conference, he is reaching out to their Local Bakery to provide donations.

Dear **Local Bakery**,

My name is **Eric Kim**. I am the **Vice President of Finance** of the **Example DECA Chapter**. DECA is a career technical student organization that prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management. It provides high school students with business and leadership opportunities, ranging from over a hundred competitive events, career development and leadership conferences and in-classroom curriculums.

To make these opportunities possible, we need help from **Local Bakery**! We are requesting monetary donations to **help our students attend Washington DECA's State Career Development Conference (SCDC)**. At this conference, our students will compete against other students statewide in marketing, finance, hospitality, and management events. They have been preparing to succeed at this conference for the past school year and have qualified to move on at the Area Conference. Attending SCDC will give our students the opportunity to network with Washington's best of the best business students and professionals, share their hard work and potentially represent at the International Career Development Conference. Any contribution would be greatly appreciated!

As a DECA student, I recognize that companies need to benefit from sponsorships; below is a list of ways **Local Bakery** can benefit by sponsoring **Example DECA Chapter**.

The **Local Bakery** will...

- Obtain a variety of advertising opportunities **including social media shout-outs and being featured on our chapter's merchandise and website**.
- Receive any needed help from our DECA student volunteers, who are always ready to be involved.
- Recognition to **Local Bakery** for the monetary donation during the event.

Thank you for your consideration for supporting the **Example DECA Chapter**. Please contact me regarding any questions or donations.

Thank you,
Eric Kim
(987) 654-3210

DECA DOS

- ✓ Introduce yourself
- ✓ Reply promptly
- ✓ Develop a clear message: Keep It Super Simple
- ✓ Keep a professional and positive tone
- ✓ Show how it's mutually beneficial
- ✓ Continue the conversation: set up meeting times and give contact information
- ✓ PROOFREAD

DECA DON'TS

- ✗ Don't be demanding: remember it's the initial contact
- ✗ Avoid rambling
- ✗ Don't assume your recipient knows what you are saying
- ✗ Don't Overuse exclamation marks
- ✗ NO SHORTCUTS