

MEMBERSHIP TOOLKIT



WASHINGTON DECA

2020 - 2021



WELCOME

Welcome to the Washington DECA Membership toolkit!

Although this year has had an unprecedented start, Washington DECA is on your side to make sure you have a year full of innovation and #NextLevel leadership! Throughout this toolkit, we will provide you with resources to allow you and your chapter to bring the Washington DECA experience to your community.

MEMBERSHIP SCRAPBOOK

Document your chapter activities and submit a digital scrapbook for a chance win a chapter giveaway.

HOW TO SUBMIT YOUR CHAPTER'S DIGITAL SCRAPBOOK:

- One submission per chapter (coordinate with your chapter officers)
- Complete 4/5 items in each section
- Document completed activities with an Image and short description paragraph
- Upload scrapbook file as either a document, presentation, PDF, or video format
- Membership scrapbook must be submitted by December 1, 2020 to enter the giveaway
- Submit scrapbook file and a filled application from pages 3 & 4 below, [HERE](#).
- The chapter giveaway winner will be announced on December 11, 2020.



APPLICATION OF MEMBERSHIP SCRAPBOOK:

Please submit pages 3 and 4 with your digital scrapbook to qualify as an entry.

Chapter Name:

Advisor Name:

Advisor Email:

Date Submitted:

Name of student submitting scrapbook:
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VIRTUAL MEETINGS

- Prepare a meeting agenda. Doing the pre-work will allow your meeting to run smoothly both virtually and in-person. Send image of your meeting agenda.
- Begin with an innovative, fun icebreaker or activity to engage with your members as it will set the tone for your meeting. Along with your image, send us a description of your ice breaker.
- Create a chapter branded background your members can use, or a music playlist to play when members enter the meeting. Submit image of branded background or playlist.
- Have a designated chapter officer to facilitate questions in the chat box. Encourage your members to ask question, the more informed they are the most confident they will feel. Submit image of your chat box.
- Make a DECA Google Classroom for your chapter and have your members join it. This will help you keep meeting links in one spot so it can be easily found by new members and any documents you would like to share with your chapter. Having a Classroom will also help you keep track of your members, and organize all important announcements.

RECRUITMENT

- Post an "about us" on your Chapter's Instagram page. In this post you can highlight your chapter's DECA achievements, upcoming chapter projects, or introduce your chapter officer team. Tag other Instagram accounts from your school to gain more traction. Submit an image of the post.
- Create an ad for your chapter that can be posted on your school's grade-level Google Classroom pages or virtual club fair. Make sure it is clear when your chapter meets and how to access the meeting.
- Reach out to freshman class teachers and ask to guest speak! This can serve as a great way to get in front of new students and connect with them. Submit an image and description of the classrooms you visited.
- Create a series of short videos (less than 1-minute) that each showcase a different aspect of being a part of DECA. For example, one could be about traveling across the country through DECA, and another one could be about building 21st-century skills. Post videos on your chapter social media. Submit a screenshot of video.
- Host a "Bring a Friend" meeting. Encourage your members to bring a friend with them to your next meeting. You can even offer a entry to a chapter giveaway to anyone who brings a friend. Going to a meeting with a friend is a great way to make your new members feel more comfortable.

CHAPTER ACTIVITIES

- Have fun with your platform! Host a virtual DECA week or themed meetings.
- Host a virtual lunch with your chapter! Have your members join in on a Zoom call to have a meal together. Talk about what you're most excited about this year, and get to know your new members.
- Take on a community service project as a chapter. For example, your chapter could host a community clean-up day, write letters to high-risk workers, or even donate blood. These projects are a great way for your chapter to serve your community and also come closer together.
- Connect with your local State Officer and schedule a visit! Meet and interact with your Area President at one of your chapters meetings and get a deeper insight into the world of DECA. They will be thrilled to meet with your chapter!
- Host competition-prep virtual roundtables, set up a Zoom meeting link and utilize the breakout rooms to separate into event-specific groups. Practice makes perfect, strengthen your chapter's competition skills by working together.