



DECA

**MARKETING YOUR
DECA CHAPTER
FOR SUCCESS**

JANELLE ARRIGHI

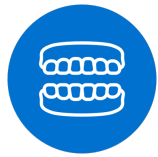
CHIEF MARKETING + COMMUNICATIONS OFFICER



Started my career as DECA's Communications Assistant + Communications Manager in 2012



Launched DECA Direct Online, built DECA's social media channels, created programs like Summer of DECA, DECA Direct Online Correspondents and ICDC social media teams



Marketing Director/Regional Sales + Marketing Manager for 50+ orthodontic clinics



Rejoined DECA in 2025 - so excited to be back!





IN ONE WORD, HOW WOULD YOU DESCRIBE YOUR DECA CHAPTER?





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TODAY'S GOAL: LEARN PRACTICAL WAYS TO MARKET YOUR CHAPTER

WHY CHAPTER MARKETING MATTERS

Visibility | Credibility | Connection



WHY CHAPTER MARKETING MATTERS

- ✓ Attract new members and retain current ones
- ✓ Gain school/community support
- ✓ Showcase student achievement
- ✓ Increase funding and sponsorship opportunities



**MARKETING ISN'T JUST FOR OFFICERS
– IT'S A FULL CHAPTER EFFORT!**



WHY CHAPTER MARKETING MATTERS



Think beyond promotion



Marketing = telling your chapter's story



Builds visibility, connection & pride



KNOW YOUR CHAPTER BRAND



DEFINE YOUR CHAPTER'S UNIQUE IDENTITY

- ➔ What makes your chapter different?
- ➔ What are your values, traditions and goals?



BUILD YOUR CHAPTER BRAND

- ➔ Use a creative tagline or slogan
- ➔ Use consistent branding (colors, hashtags, logos)



CORE CHANNELS FOR CHAPTER MARKETING

DIGITAL + SOCIAL MEDIA

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PLATFORMS

INSTAGRAM

TIKTOK

YOUTUBE

SCHOOL WEBSITE

CORE CHANNELS FOR CHAPTER MARKETING

DIGITAL + SOCIAL MEDIA



PLATFORMS

INSTAGRAM

TIKTOK

YOUTUBE

SCHOOL WEBSITE



CONTENT IDEAS

BEHIND-THE-SCENES

MEMBER SPOTLIGHTS

SUCCESS STORIES

LEADERSHIP TIPS

EVENT RECAPS

DIML TAKEOVERS

CORE CHANNELS FOR CHAPTER MARKETING

DIGITAL + SOCIAL MEDIA



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CONTENT IDEAS

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EVENT RECAPS

DIML TAKEOVERS



TOOLS

ADOBE EXPRESS

CONTENT CALENDARS

BUFFER

DECA.ORG/BRAND

PRO TIP: USE STORYTELLING OVER ANNOUNCEMENTS

DIGITAL + SOCIAL MEDIA



Member Success Stories



Leadership Experiences



Conference Highlights



Community Service Efforts



Behind-the-Scenes Moments



Personal Growth Journeys

EXPERIENCE



LESSON LEARNED



IMPACT

PRO TIP: USE STORYTELLING OVER ANNOUNCEMENTS

DIGITAL + SOCIAL MEDIA



 **@RPBHSDECA**
11.8K VIEWS

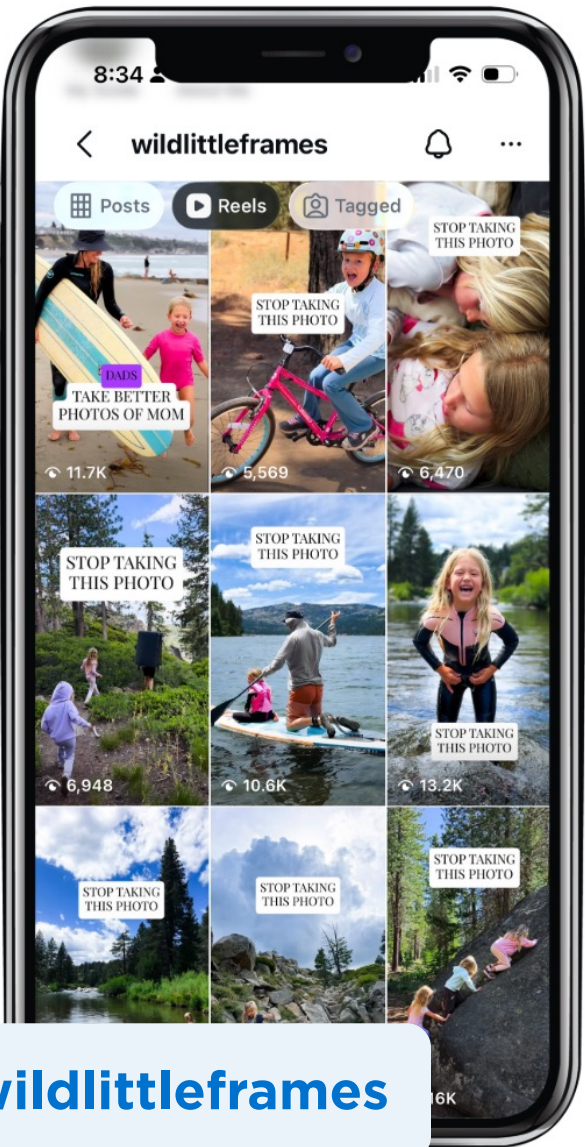
 **@WESTFORSYTHDECA**
DECA PLAYBOOK SERIES



 **@DECA.PROSPER**

PRO TIP: USE STORYTELLING OVER ANNOUNCEMENTS

DIGITAL + SOCIAL MEDIA



DECA WON'T CAMPAIGN



@wildlittleframes

PRO TIP: USE STORYTELLING OVER ANNOUNCEMENTS

DIGITAL + SOCIAL MEDIA



CORE CHANNELS FOR CHAPTER MARKETING IN-SCHOOL PROMOTION



POSTERS, FLYERS, LOCKER SIGNS



SCHOOL ANNOUNCEMENTS, BULLETIN BOARDS



PARTNER WITH STUDENT COUNCIL, CLUBS, ATHLETICS

CORE CHANNELS FOR CHAPTER MARKETING

IN-SCHOOL PROMOTION



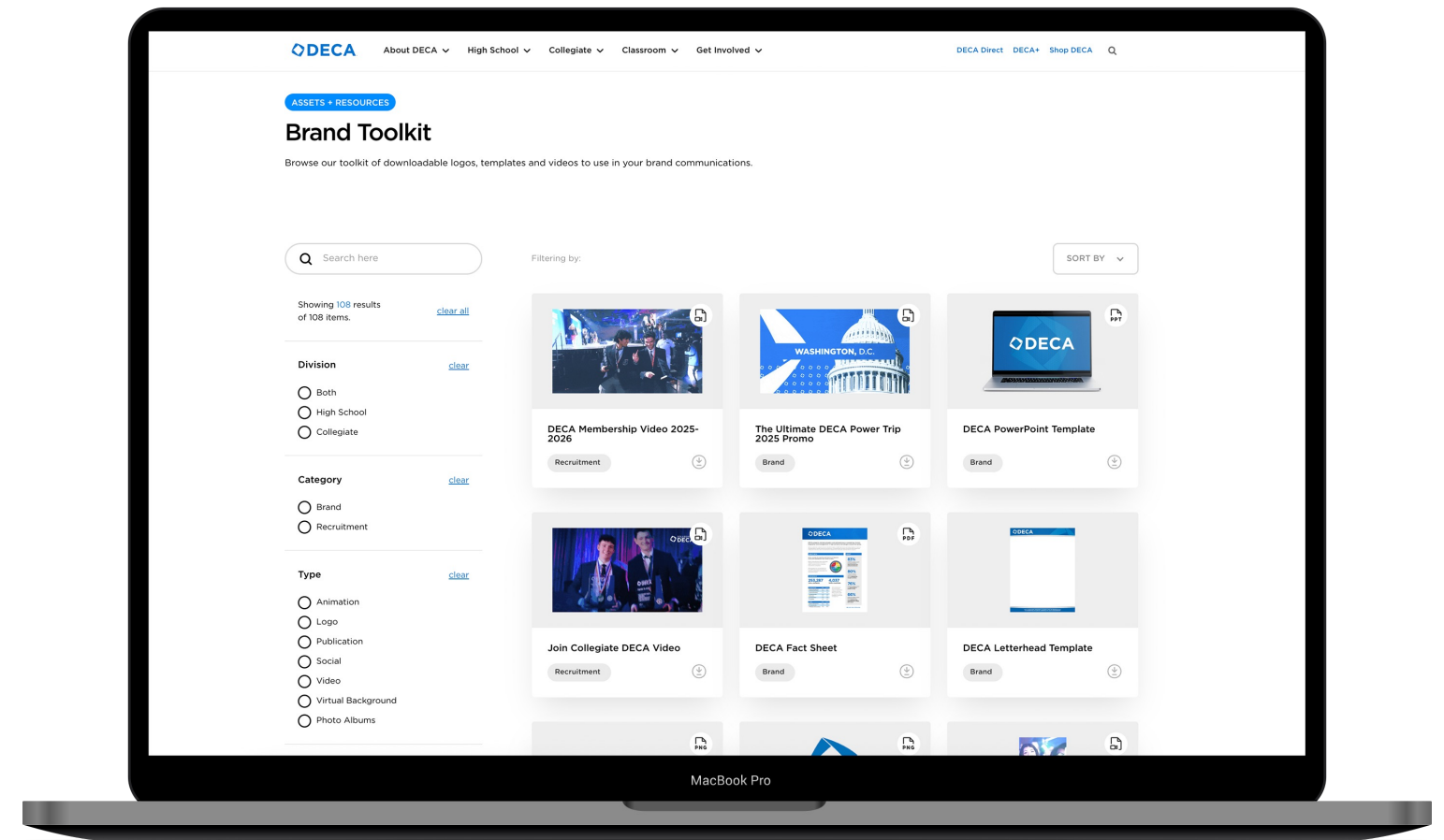
CORE CHANNELS FOR CHAPTER MARKETING

IN-SCHOOL PROMOTION RESOURCE IN DECA'S BRAND STRATEGY CENTER

- ✓ Request a custom chapter logo, download DECA + theme logos
- ✓ Find videos, high-res images and social media assets
- ✓ Download PowerPoint presentation templates
- ✓ Access Adobe Express templates for flyers, posters + more
- ✓ Review DECA's Brand Guidelines



DECA.ORG/BRAND



CORE CHANNELS FOR CHAPTER MARKETING COMMUNITY + FAMILY ENGAGEMENT



NEWSLETTER TO PARENTS



PARTNER WITH LOCAL BUSINESSES



SHARE CHAPTER SUCCESS WITH LOCAL MEDIA

CORE CHANNELS FOR CHAPTER MARKETING

COMMUNITY + FAMILY ENGAGEMENT



ADVISOR
BEST PRACTICE

SPOTLIGHT OF THE WEEK



JACYLN TANNAZZO FARMINGDALE DECA (NY)

Raised over \$15,000 in the past four years through partnerships with local businesses through the Chamber of Commerce





[BIT.LY/FARMINGDALEDECA](https://bit.ly/farmingdaledeca)

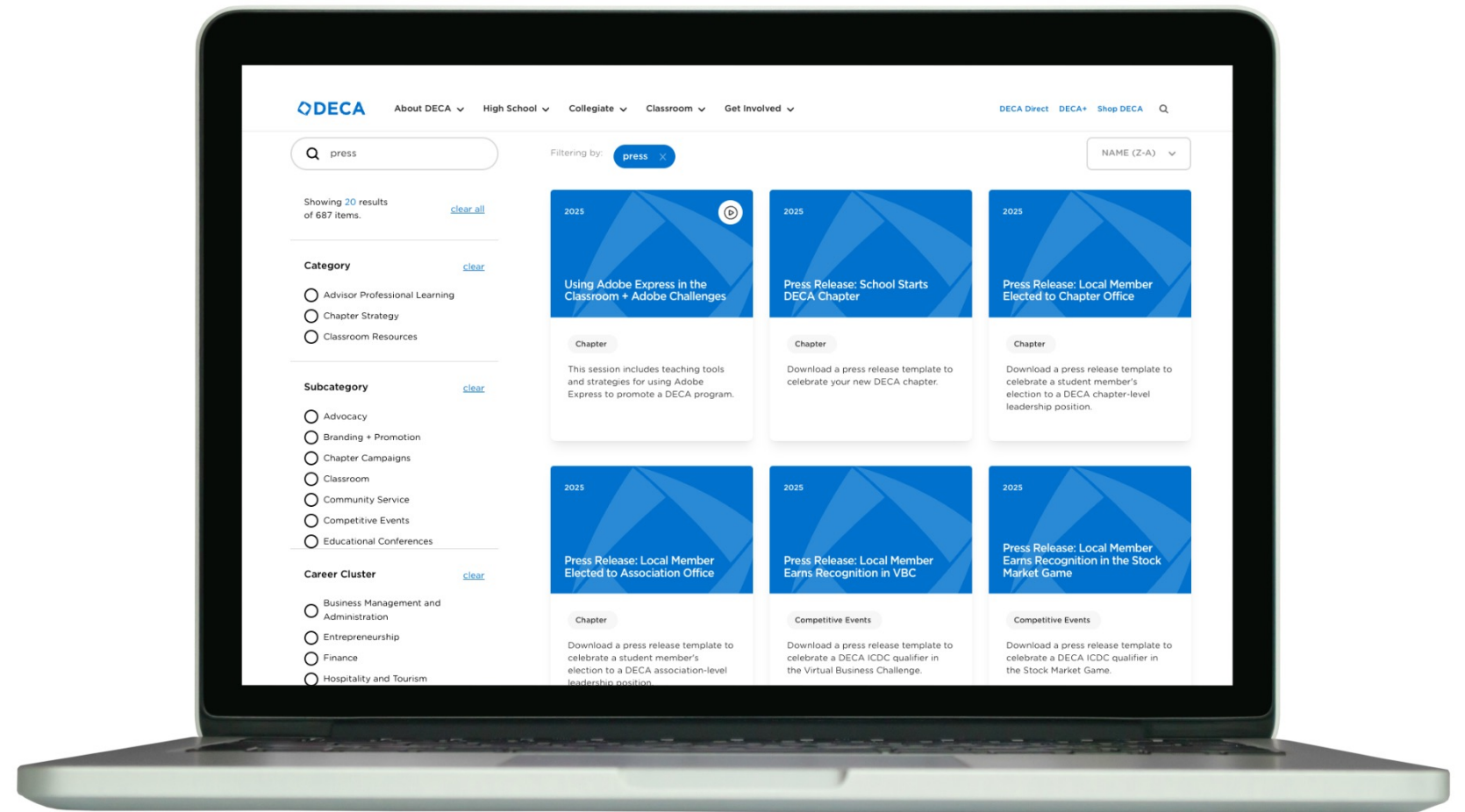
CORE CHANNELS FOR CHAPTER MARKETING

COMMUNITY + FAMILY ENGAGEMENT RESOURCES IN DECA'S ADVISOR RESOURCE CENTER

- ✓ Search “press” to find press release templates to download + edit
- ✓ Share announcements about starting a brand new chapter or officer news
- ✓ Recognition for competitive event success, challenges + scholarships
- ✓ Conference templates for district + ICDC attendance, achievements and more



[DECA.ORG/RESOURCES](https://deca.org/resources)



EMPOWERING STUDENT LEADERS AS MARKETERS



APPOINT A VP OF MARKETING OR COMMUNICATIONS TEAM



ENCOURAGE CONTENT CREATION AS A LEARNING EXPERIENCE



PROVIDE TEMPLATES, CALENDERS AND CREATIVE FREEDOM



LET STUDENTS RUN MONTHLY CAMPAIGNS OR INITIATIVES



OFFER MARKETING AWARDS/RECOGNITION FOR EFFORT



CONTENT PLANNING & CONSISTENCY

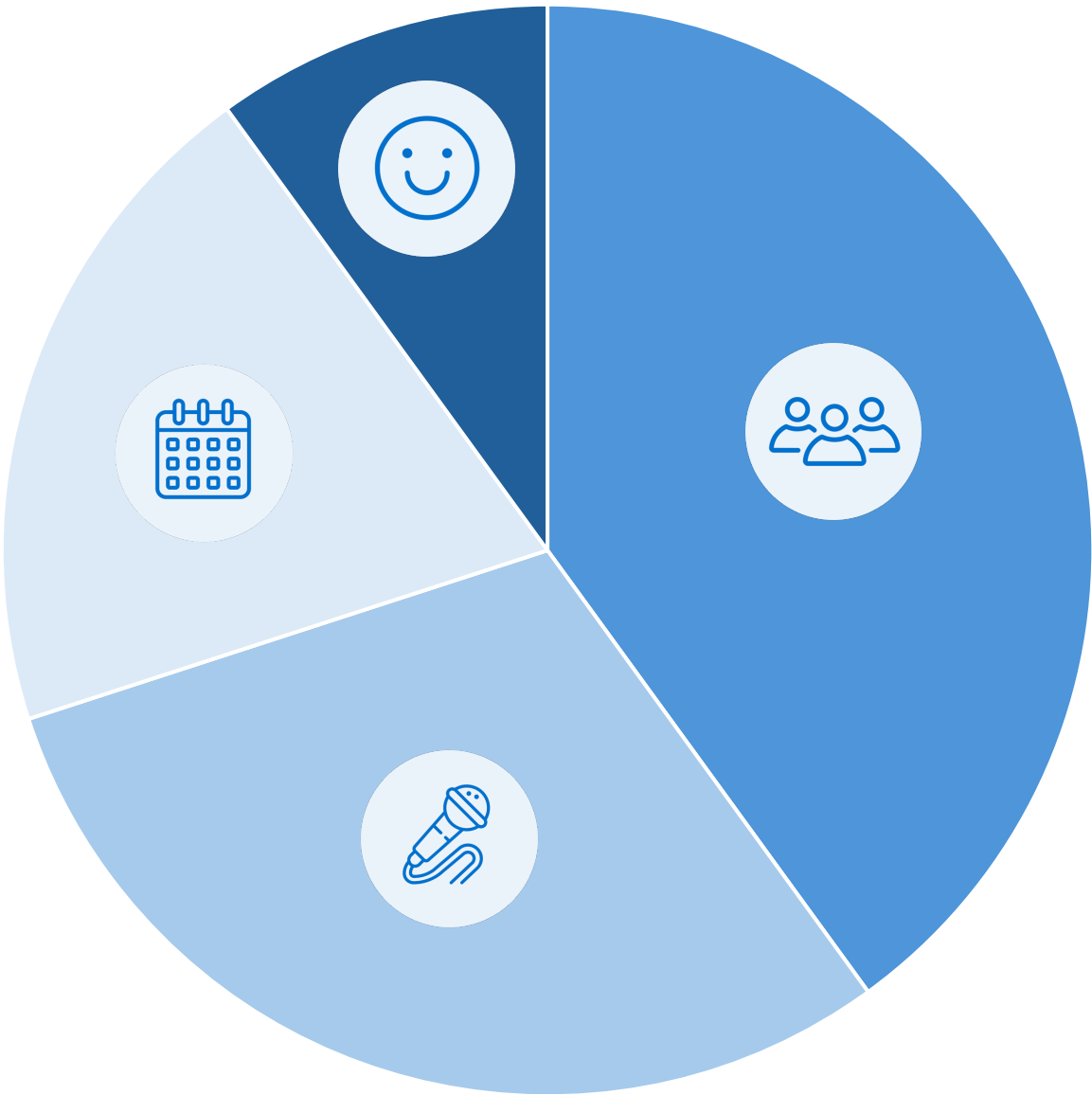
SIMPLE MONTHLY CONTENT MIX:

40% MEMBER STORIES

30% LEADERSHIP & LEARNING

20% EVENTS & CONFERENCES

10% FUN & PERSONALITY



THE BEST CONTENT ISN'T RANDOM

CONTENT PLANNING & CONSISTENCY

TOOLS:



CONTENT CALENDARS

- Allows you to see the big picture of your social strategy
- Easy to spot content areas that you are missing
- New Adobe Express templates available on deca.org/brand



SHARED PLANNING DOCUMENTS

- Gather ideas, inspiration or content from large group
- Central place to keep weekly/monthly themes, goals or can't miss dates



SCHEDULING TOOLS

- Buffer – free to use, allows 3 channels + 10 scheduled posts
- Meta Business Suite – free for Facebook + Instagram
- Adobe Express Content Scheduler

CONTENT PLANNING & CONSISTENCY

CONTENT CALENDAR TEMPLATE

SCAN HERE TO
ACCESS THE
ADOBE EXPRESS
TEMPLATE



◇ DECA							
AUGUST							
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1							
WEEK 2				COUNTDOWN TO BACK TO SCHOOL 5 DAYS - VP OF FINANCE	COUNTDOWN TO BACK TO SCHOOL 4 DAYS - DIML VP MARKETING	COUNTDOWN TO BACK TO SCHOOL 3 DAYS - VP OF HOSPITALITY	COUNTDOWN TO BACK TO SCHOOL 2 DAYS RECAP FROM FRESHMAN ORIENTATION
WEEK 3	COUNTDOWN TO BACK TO SCHOOL 1 DAYS - REELS FROM PRESIDENT	WELCOME BACK TO SCHOOL REEL	1ST CHAPTER MEETING REMINDER REELS/TIKTOK	WHY I DECA WEDNESDAY - MEMBER SPOTLIGHT	CLUB FAIR CAROUSEL		
WEEK 4		1ST CHAPTER MEETING RECAP		WHY I DECA WEDNESDAY - MEMBER SPOTLIGHT		FUN FRIDAY TIKTOK	
WEEK 5		MARKETING MONDAY – SHARE TRENDING TOPIC	COMMUNITY SERVICE EVENT SIGN UP REELS	WHY I DECA WEDNESDAY - MEMBER SPOTLIGHT		FUN FRIDAY TIKTOK	

CAMPAIGNS THAT WORK: SUCCESS STORIES

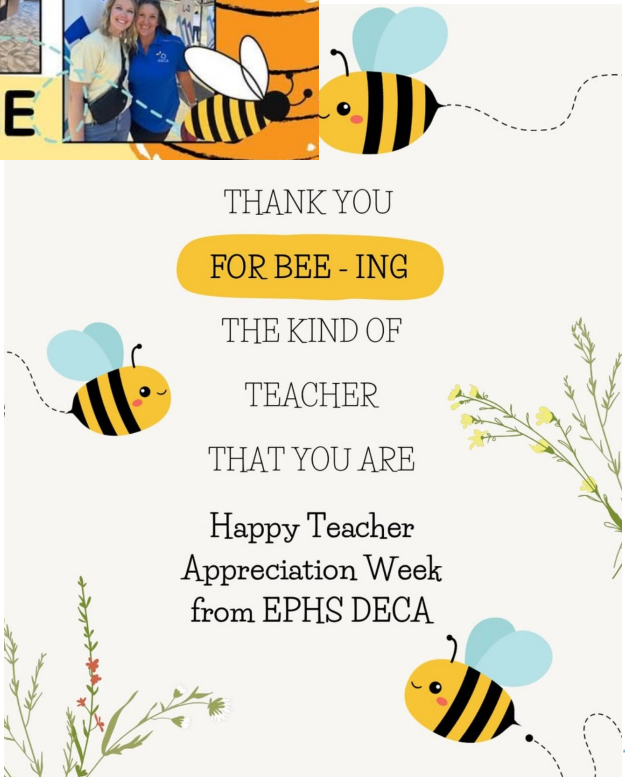
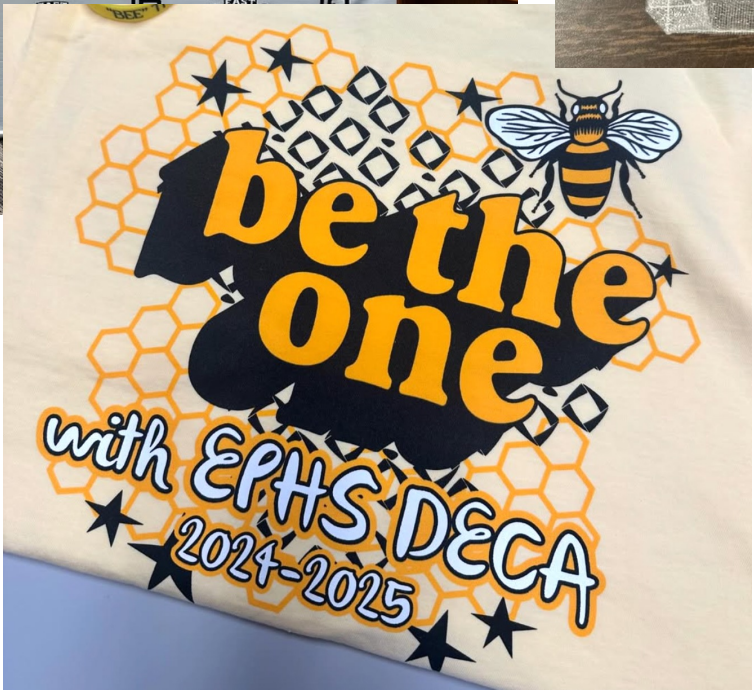
EAST PAULDING DECA | BEE THE ONE CAMPAIGN

- ✓ Put a twist on the 24-25 DECA theme “Be The One” and made “Bee the One” their chapter theme
- ✓ Carried the “bee” theme throughout all aspects of the year, including chapter meetings (BEE Thankful, BEE Comfy, BEE Lucky)
- ✓ Also started a chapter recognition initiative for the year, “Beeing the One,” and members could nominate other members, students or teachers for going out of their way to support the chapter that month
- ✓ Initial goal was to increase chapter engagement, but also saw incredible results with membership – achieved highest membership numbers in 34 years



CAMPAIGNS THAT WORK: SUCCESS STORIES

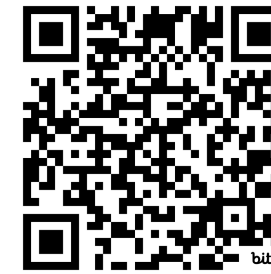
EAST PAULDING DECA | BEE THE ONE CAMPAIGN



CAMPAIGNS THAT WORK: SUCCESS STORIES

EAST PAULDING DECA | GO THE EXTRA MILE CAMPAIGN

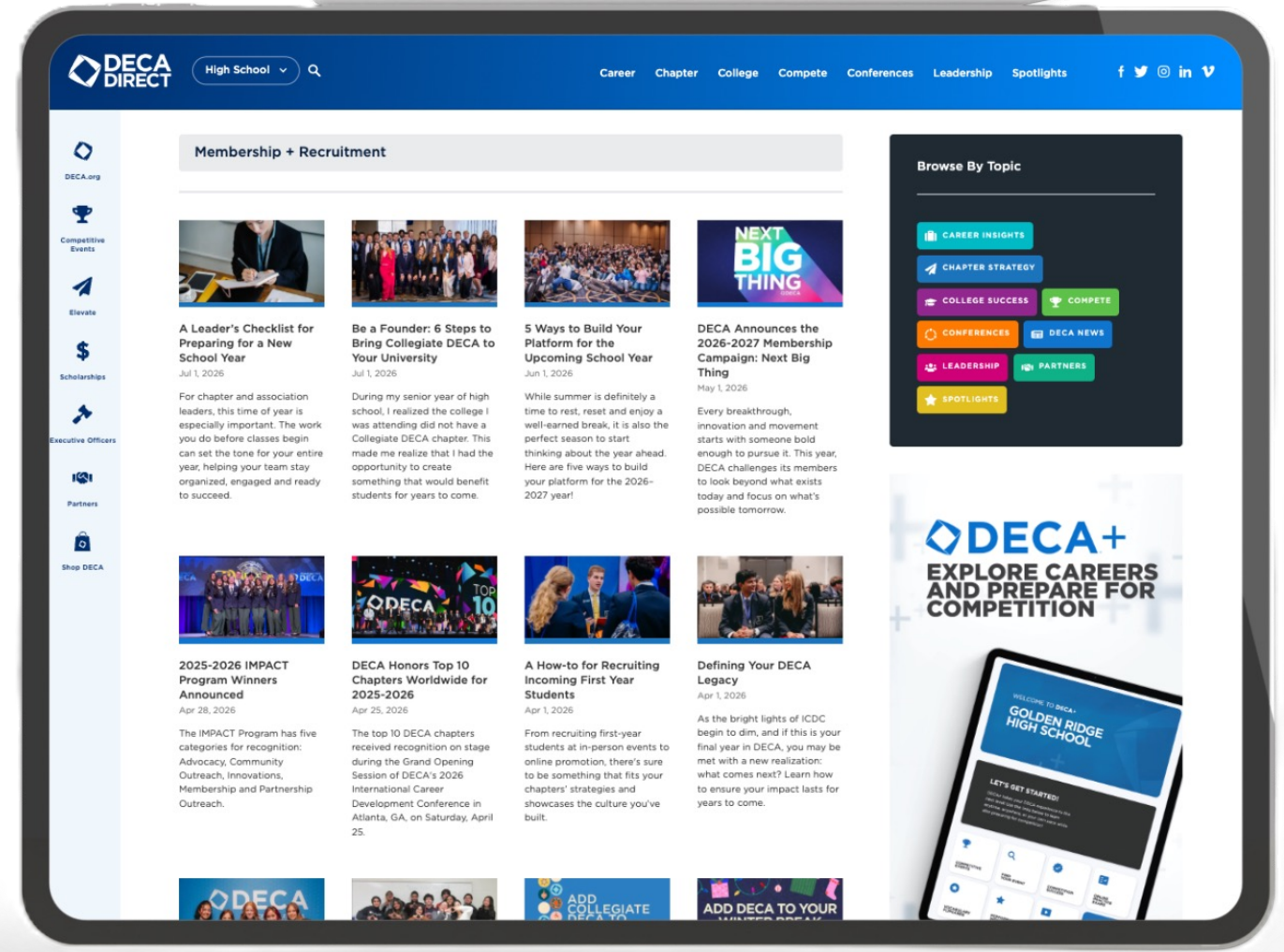
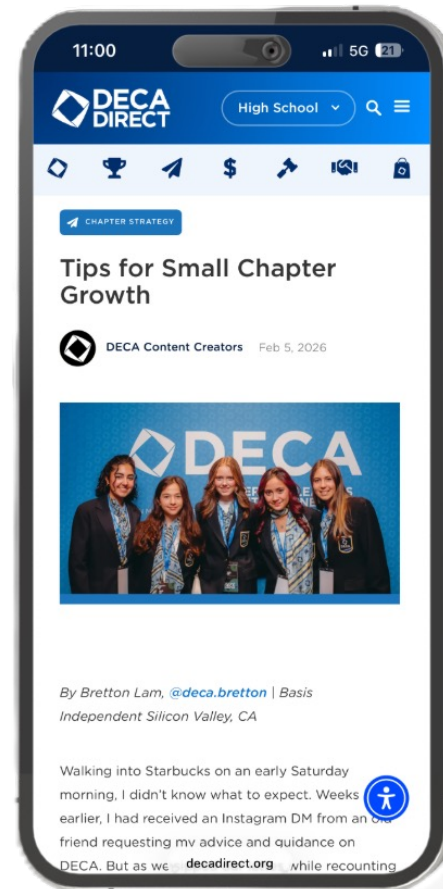
- ✓ Officers decided to make the 25-26 chapter theme race car focused with “Go The Extra Mile”
- ✓ Carried the theme through shirts, social media posts, chapter meetings and more
- ✓ Generated a lot of interest and excitement for first interest meeting of the year with a special guest
- ✓ Gained 200 chapter members within first two weeks of school + saw specific increase in male members



ACTION PLANNING + RESOURCES

DECA DIRECT ONLINE

- ✓ Check out tips + best practices in the Chapter Strategy section
- ✓ Explore the Members + Recruitment tab
- ✓ Share your own best practices, tips and ideas
- ✓ Visit decadirect.org/submit to send in your article



ACTION PLANNING + RESOURCES

90 DAY CHAPTER MARKETING PLAN



90 DAY CHAPTER MARKETING PLAN

MONTH 1 | KICKOFF + BRAND THEME: ESTABLISHING YOUR CHAPTER

WEEK	FOCUS	KEY ACTIVITIES
1	Introduce Chapter Brand	Launch chapter brand, share on social media
2	Meet the Officers	Office meeting, meet with members, host chapter event
3	DECA Goals + Values	Communicate goals, share values, create chapter vision
4	Join DECA Campaign	High school event, introduce to teachers, engage in community

90 DAY CHAPTER MARKETING PLAN

MONTH 2 | ENGAGEMENT + AWARENESS THEME: AMPLIFY ENGAGEMENT

WEEK	FOCUS	KEY ACTIVITIES
5	DECA Week Countdown	5 Days of DECA - Daily themed content for social sharing Ideas: Business Professionalism Week, Decades Day, Business C
6	Member Recognition	Member Spotlight Series Post member spotlights in newsletter
7	Chapter in Action	Highlight meetings, projects Create a video series showing chapter activities, share video to share with potential members
8	Behind-the-Scenes	Instagram stories of team members Pick different members to feature



90 DAY CHAPTER MARKETING PLAN

MONTH 3 | COMMUNITY + STORYTELLING (WEEKS 9-12) THEME: SHARE YOUR IMPACT

WEEK	FOCUS	KEY ACTIVITIES	PROJECT LEAD	NOTES
9	Partner Highlights	Feature business/community partners, tag them for extra visibility Invite a business leader to speak to DECA chapter Pick a local business to spotlight and surprise with a DECA delivery	VP of Marketing	Reach out to partners ahead of time so they can repost + share on their pages
10	Chapter Testimonials	Interview alumni, advisors or current members Share on social media, feature in classroom or hallway bulletin board	Communications Team	Post Reels, TikToks or other video formats
11	DECA in the Classroom	Show how DECA connects to curriculum, introduce Competitive Events program, share Partner Challenges Create one-pager sharing DECA's connection to classroom to share with non-DECA members who may not realize the competition aspect	VP of Career Development	Collaborate with advisor(s) Visit deca.org/brand for DECA Facts one-pager templates
12	Impact Recap	Monthly highlights: wins, stats, fun moments Share press releases with local media outlets on chapter's impact so far this year	Communications Team	Create Reels or infographic, download press release templates on deca.org/brand



AVAILABLE AT [DECA.ORG/RESOURCES](https://deca.org/resources)
DECA CHAPTER COMMUNICATIONS



ACTION PLANNING + RESOURCES

CHAPTER MARKETING ESSENTIALS



REQUEST A CUSTOM CHAPTER LOGO AT [DECA.ORG/BRAND](https://deca.org/brand)



PURCHASE TABLECLOTHES, SWAG & MORE AT [SHOPDECA.ORG](https://shopdeca.org)



SUBMIT FOR CUSTOM CHAPTER APPAREL AT [SHOPDECA.ORG](https://shopdeca.org)

ACTION PLANNING + RESOURCES

CHAPTER MARKETING ESSENTIALS



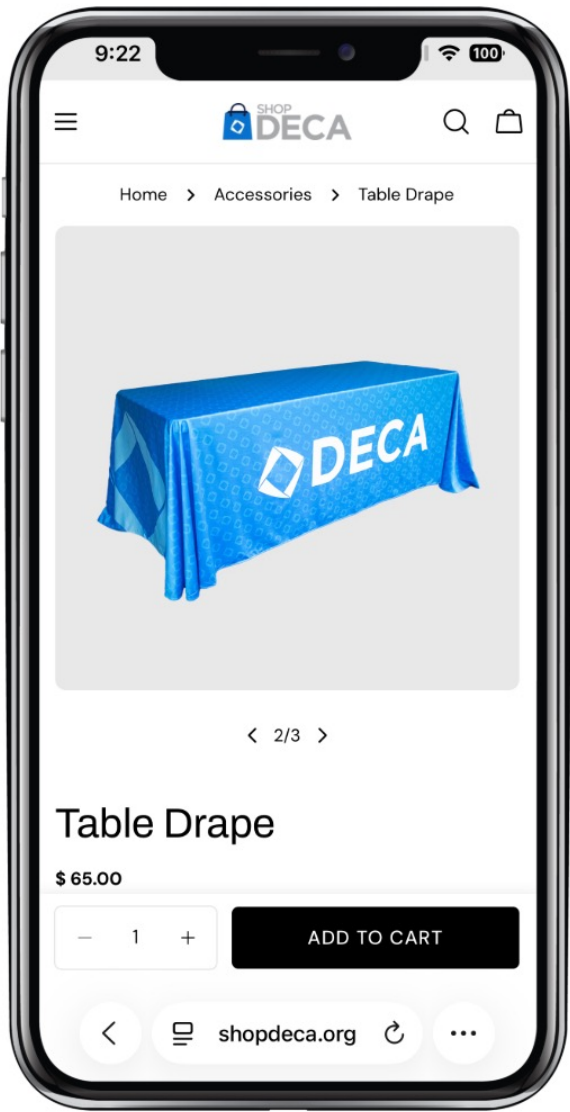
COMING SOON:
CLUB FAIR + RECRUITMENT
TABLE ITEMS

DECA BUCKETS

BALLOONS

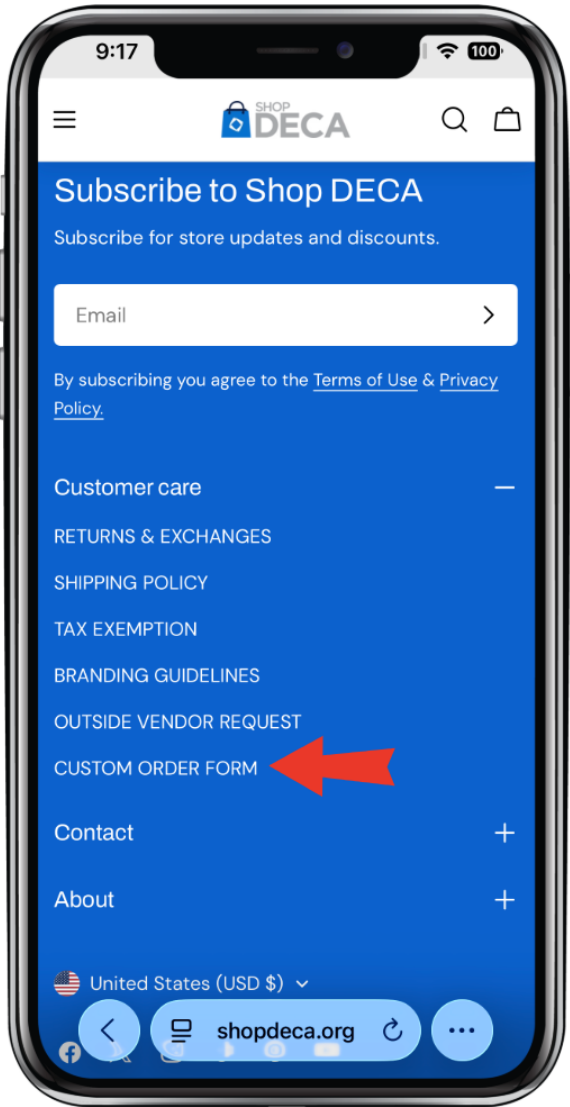
RUBBER BRACELETS

GIFT BAGS



ACTION PLANNING + RESOURCES

CHAPTER MARKETING ESSENTIALS



READY, SET, GO!



DEFINE YOUR CHAPTER IDENTITY + KNOW YOUR BRAND



IT'S A FULL CHAPTER EFFORT - GET EVERYONE INVOLVED



CONSIDER ALL CHANNELS: SOCIAL, IN-SCHOOL + COMMUNITY



USE DECA BRAND CENTER + ADVISOR RESOURCE CENTER



DON'T JUST SHARE ANNOUNCEMENTS - TELL YOUR STORY!



@westhalldeca



FINAL THOUGHTS + QUESTIONS



"MARKETING ISN'T ABOUT MAKING NOISE - IT'S ABOUT SHARING YOUR STORY IN A WAY THAT INSPIRES OTHERS TO JOIN IT."



GET IN TOUCH

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