



The Power of Partnerships:
*From National Connections
to Local Impact*





Why Partnerships Matter

-  | Makes learning relevant
-  | Promotes career readiness
-  | Exposes students to professionals
-  | Gives businesses access to future talent

The Power Behind National Partnerships

-  RELATIONSHIPS WITH MAJOR ORGANIZATIONS
-  CREATES CLASSROOM RESOURCES
-  SUPPORTS COMPETITIVE EVENTS AND BUSINESS CHALLENGES
-  ICDC PARTNER PRESENCE
-  DEVELOPS SCHOLARSHIP OPPORTUNITIES
-  PROVIDES ACCESS TO INDUSTRY-RECOGNIZED CREDENTIALS



www.deca.org/partners

DECA Partners



Why Build National Partnerships



EXPERTISE

Connect students with industry professionals who bring real-world knowledge and career insights.



EXPERIENCES

Create authentic learning opportunities through mentorship, workplace experiences, speakers, and hands-on learning.



VISIBILITY

Increase your chapter's presence and strengthen awareness of DECA within your school and community.



FINANCIAL SUPPORT

Secure sponsorships, donations, and in-kind resources to expand chapter programs and student opportunities.



deca.org/challenges



deca.org/resources



decadirect.org

Leveraging Partner Content in the Classroom



BUSINESS CHALLENGES



CLASSROOM CONNECTION



ADVISOR RESOURCE CENTER



DECA DIRECT ONLINE



CREDENTIALING

Why Build Local Partnerships



MEMBERSHIP GOALS

Recruiting 20 professional members satisfies one element of the membership campaign.



COMMUNITY SUPPORT & AWARENESS

Build your village!
Amplify your DECA chapter's mission and successes throughout your school and community.



PROFESSIONAL INSIGHT

Tap professionals for their industry expertise to help fill in industry knowledge gaps + provide feedback on student projects.



COMPETITIVE EDGE

Invite industry professionals to judge, mentor, and speak at chapter events; ask for industry trends, jargon, and any other tips to help your students stand out.



deca.org/campaigns



deca.org/brand



deca.org/compete



Where to Find Partners in Your Community



Retailers

Local and national stores, shopping centers, grocery chains, small business owners



Financial Institutions

Banks, credit unions, financial advisors, insurance agencies, and accounting firms



Hospitality industry

Hotels, restaurants, tourism organizations, event venues, convention and visitor bureaus



Chambers of Commerce

Local and regional chambers, young professionals groups, economic development organizations, rotary clubs



School Community

Alumni, parents, school administrators, CTE programs, PTO/PTA, district leaders



Colleges & Universities

Business schools, community colleges, admissions offices, career services, student organizations, faculty, and Collegiate DECA chapters

Ways to Engage Partners



Chapter Activities

Meetings, workshops, networking events, career panels and exploration



Classroom Involvement

Share career insights, industry trends, and real-world experiences



Campaign Collaboration

Collaborate to support recruitment efforts, promotional events, chapter campaigns, and student recognition



Volunteer Opportunities

Competitive event judges, mock interviews, workshop presenters, event volunteers, advisory committee members



Grant & Funding opportunities

Seek sponsorships, grants, donations, in-kind contributions to expand experiences and programming



Mentorship

Pair students with professionals who can provide career guidance, skill development and competition preparation.



PARTNER WITH OUR DECA CHAPTER

Preparing Emerging Leaders and Entrepreneurs



DECA prepares high school students for college and career success in marketing, finance, hospitality, management, and entrepreneurship. Through hands-on learning, leadership development, and competitive experiences, our members are building the skills and confidence to thrive in the real world.

By partnering with our chapter, you're investing in the future workforce while increasing your organization's visibility and community impact.

WHY PARTNER WITH OUR CHAPTER?

- Provide real-world learning experiences for members
- Support students attending leadership conferences and competitions
- Connect students with local businesses and career opportunities
- Build meaningful relationships between education and industry
- Prepare the next generation of skilled professionals

OUR CHAPTER GOALS

- Recruit _____ active members
- Qualify _____ students for state/international competition
- Complete _____ community service hours
- Raise \$ _____ to support leadership development and travel
- Build partnerships with _____ local businesses

WAYS YOUR BUSINESS CAN ENGAGE

CLASSROOM SPEAKER Share your career journey and industry expertise.	BUSINESS TOURS Host students for behind-the-scenes workplace experiences.	MENTORSHIP Connect with students through career coaching and networking.	JOB SHADOWING & INTERNSHIPS Provide authentic workplace learning opportunities.
SPONSORSHIPS Support chapter events, competitions, scholarships, or travel.	JUDGE COMPETITIONS Evaluate student presentations and provide valuable feedback.	EVENT PARTNERSHIP Participate in chapter meetings, career fairs, or fundraising events.	SCHOLARSHIPS & AWARDS Recognize outstanding student achievement.

BENEFITS TO YOUR ORGANIZATION

- Increase community visibility
- Build your future talent pipeline
- Support career and technical education
- Strengthen corporate social responsibility initiatives
- Connect with motivated student leaders



Let's Build the Future Together!

We would love the opportunity to discuss how your organization can make an impact while connecting with tomorrow's business leaders. Thank you for supporting our DECA chapter and investing in student success.

TO LEARN MORE OR GET INVOLVED, CONTACT US TODAY!



WESTVIEW HIGH SCHOOL DECA CHAPTER

Advisor: Sarah Johnson

Email: sjohnson@westviewhs.edu

Phone: (555) 123-4567

123 Panther Way
Westview, GA 30000

STAY CONNECTED WITH OUR CHAPTER!

@westview_deca

Westview High School DECA

Westview DECA

www.westviewhsdeca.org

SCAN TO LEARN MORE ABOUT OUR CHAPTER!



EMPOWERING LEADERS | ENTREPRENEURIAL SPIRIT | REAL-WORLD READY



Next Steps

- 

Identify potential community partners
- 

List goals for partnerships
- 

Officer/classroom assignment:
Create a leave behind + elevator pitch
- 

Officer assignment: Include
partners in your chapter's social
media + events

Additional Resources



<https://www.deca.org/advisor-resources/partnership-outreach>

- Customizable one-pagers
- Partnership development deck

<https://www.deca.org/advisor-resources/chapter-partnership-packet>



- Partnership Development Guide

3:00pm | The Power of Partnerships: From National Connections to Local Impact





GET IN TOUCH

partnership@deca.org | (703) 860-5000 | www.deca.org