

DECA CHAPTER MEMBERSHIP RECRUITMENT

Recruiting DECA members can be an interactive learning project for your current members while also building a strong chapter. Recruitment is always an on-going process, and you should promote your chapter as much as possible. Here are some ideas of activities to inform students about DECA and your courses.

- Participate in DECA's annual membership campaign, which gives you simple goals to guide your chapter to increasing membership and yields recognition and big rewards.
- Participate in events—such as conferences, social activities, etc.—early so that members have a good experience and share it through word-of-mouth with potential members.
- Have a contest to see which class can recruit the most alumni, business partners and parents to join your DECA chapter.
- Become a marketer. Study your demographics, identify students that would be a good fit for your program. Send them “DECA Grams” or personal invitations to join this “elite” program.
- In the spring, DECA members conduct an entrepreneurship workshop for eighth graders (next year's freshmen).
- Ask your current DECA members to identify potential members (adopt-a-member campaign) and ask them to personally invite them to a DECA activity. Continue to involve them in chapter activities throughout the year.
- Have your really successful seniors talk to freshmen/sophomore/junior classes about why they enjoy your program, the benefits of participating in DECA, the thrill of competition, etc.
- Ask alumni to visit with potential students.
- Create a bulletin board to post in your high school to promote DECA. Display pictures, trophies, posters and upcoming conference locations.
- Leverage DECA's competitive events designed for ninth and tenth grade DECA members to bring enthusiasm to underclassmen.
- Continue to actively involve your counselor and administrator in your program so they can experience DECA first-hand and become a champion for your program. Give them their own DECA t-shirts!
- Consider how you can realign your course sequence and offerings to allow the most students the opportunity to benefit from DECA membership.
- Offer a freshman-only class. These students are perfect to participate in the Principles of Business Administration events.