

Increasing DECA Chapter Membership

Goal/Objective: To increase DECA student, professional, and alumni membership

Materials needed: DECA Membership forms

Procedures/Guidelines/Instructions: Run a one week promotional campaign to recruit DECA members. All marketing classes compete with each other. The class that recruits the most members is awarded a pizza party the following week. You could run this promotion for January and the emphasis be on student members and then later run it for alumni members and then professional members if you wanted to subdivide it. You could sponsor a pizza party each time with a minimum number of members in order for a class to be eligible for the pizza party.

Impact on Program: This increased our membership by at least 10%.