Here is an unusually creative DECA Week suggestion.  
**Bait and switch?**  
We think not.  

*Jefferson County H.S., Tennessee*

Beginning on Monday, announcements were made over the public address system about the DECA chapter’s “New Car” Giveaway. Each day, two winners were selected from our school’s database of student parking permit holders. Those two winners were instructed to come by the marketing classroom to receive information on getting their “new car.” What they received was a brand-new Matchbox car stapled to this year’s first issue of *DECA Dimensions*. All of the winners were good sports about it, and most were appreciative of winning something. The contest generated a lot of interest in DECA and our activities for the week.

**Too many DECA Week activities?**

Never.

We found so many great ideas coming through the membership campaign that we could not print them all here. So we will post them on the Web site in the resource area. There are so many creative versions of even standard activities that this list will excite you.

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**advisor Corner**

Because upper levels of this year’s membership campaign required promotional DECA Week activities, we have gathered a lot of good suggestions. Whether you save them for next October’s DECA Week or use them for Career and Technical Education Week (Feb. 10–16) or throughout the year, this list should prove helpful. Activities chosen can provide service, recruit members, recognize people’s work, educate, create good public relations, raise funds with a promotional twist, and/or provide that magic ingredient for chapter success—fun!

Here is a list of standard, effective activities that will serve you well.

1. Conduct teacher appreciation activities.
2. Broadcast announcements on school intercom. (Some do DECA trivia questions.)
3. Make a presentation on DECA to a civic organization. Use slides, video or PowerPoint. (Don’t forget the DECA membership video.)
4. Prepare a special DECA exhibit for fairs, shows, store windows, shopping malls, schools, libraries, airports or sporting events.
5. Sponsor a speaker for an assembly (motivational business speaker, national or state officer, other).
6. Provide refreshments to your school faculty, counselors and administration as well as to feeder school personnel.
7. Post an attention-getting poster (preferably in a place that is not already crowded with information).
8. Hold an advisory committee or employer appreciation breakfast.
9. Conduct a fashion show for the school and invite members of the business community.
10. Send DECA Week announcements to members of your advisory council, school administration, employers, community newspaper, etc.
11. Ask a local official to issue a DECA Week proclamation for your community.
12. Conduct a DECA Week treasure hunt for your members or prospective members.
13. Conduct a visible community event.
14. Post a billboard in the community promoting DECA and marketing education.
15. Wear DECA T-shirts.
16. Hold a professional dress day for chapter members. You can combine this with a workshop on professional dress.

We also want to share a few creative suggestions from this year’s membership campaign with you here. Hold on to your hats!

- Millard South DECA (Nebraska) held a Worlds of Fun social activity with 120 attending.
- Oconeec Co. H.S. DECA (Georgia) had senior members wear “Searching for DECA Replacement” buttons to recruit junior members for the chapter.
- Bradley Central H.S. DECA (Tennessee) organized and sold tickets to a tailgate party at the school. Food, music and entertainment were donated and all proceeds went to the World Trade Center Relief Fund.
- Colton H.S. DECA (California) sent DECA-grams during third and fourth period to participating members. The DECA-grams included a DECA balloon with a bag of candy attached thanking members and reminding them of the next chapter and parent meeting. They also sent DECA-grams to supporting faculty and staff.
- Arapahoe H.S. DECA (Colorado) had special decorations with sign-up opportunities in the school store. They held a one-day sale of Dip-n-Dots (little balls of ice cream) during lunch and sold out (over 400).
- Monarch H.S. DECA (Colorado) held the grand opening of their school store (M-Stuff). Their principal and a member of the Chamber of Commerce cut the ribbon.
- Frankfort Sr. H.S. DECA (Indiana) baked and sold cookies. Some were delivered to the Frankfort Boys and Girls Club as after-school snacks.
- Wichita East H.S. DECA (Kansas) had an Ask Me about DECA Day. Members wore Ask Me about DECA pins and when asked about DECA, gave their best “1-minute elevator speech” and a handout (DECA pencils and suckers labeled with the DECA Web site). Each of the 56 DECA members carried a helium balloon throughout the school day.
- Federal Way H.S. DECA (Washington) took over the local QFC grocery store, decorating it with banners, posters and decorations to increase awareness of the chapter.
- Simon A. Sanchez H.S. DECA (Guam) conducted a multi-part, highly visible “Keep Our Campus Clean” campaign including a campus trash-a-thon.
- Windsor H.S. DECA (Virginia) planted two camelia bushes on the school grounds to remind them of their DECA Week activities.
- Scotch Plains-Fanwood H.S. DECA (New Jersey) held a DECA Paint Your Face Day.