CHAPTER CAMPAIGNS AND AWARDS

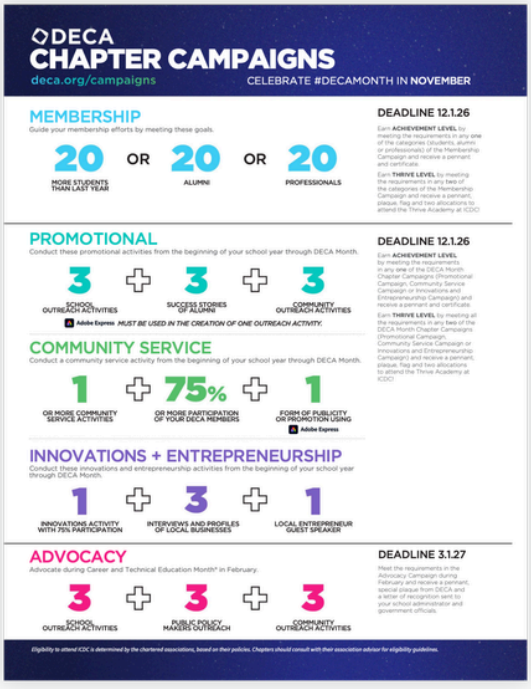
ARIZONA DECA

WHAT ARE CAMPAIGNS AND AWARDS?

There are two separate programs. Strong chapters plan for both from day one.

- Arizona DECA Chapter Awards
  - Arizona DECA's yearly recognition for its top-performing chapters. Chapters complete tasks from a list of 32 activities in four categories, and how many they complete decides the tier: Bronze, Silver, Gold, or Diamond. Evidence is due February 3, and awards are recognized on stage at the State Career Development Conference (SCDC) and on social media.

- DECA Inc. Chapter Campaigns
  - Five national campaigns your chapter can complete during the year: Promotional, Innovations + Entrepreneurship, Community Service, Membership, and Advocacy. Each one has a checklist of activities to finish. They get members involved in the community, grow the chapter, and promote DECA at school. Four are due December 1; Advocacy runs in February and is due March 1. Completing them earns Achievement or Thrive Level recognition, and Thrive Level secures two spots at the Thrive Academy at the International Career Development Conference (ICDC).



Inside: the 5 campaigns at a glance, tips for each one, Arizona's 32 award tasks, how to turn everything in, and a month-by-month plan for the year.

The 5 DECA campaigns at a glance

Promotional

Due Dec 1. Do 3 school outreach activities, 3 community outreach activities, and share 3 alumni success stories. One activity must use Adobe Express.

Innovations + Entrepreneurship

Due Dec 1. Run the innovations activity with at least 75% of members, profile 3 local businesses, and host a local entrepreneur as a guest speaker.

Community Service

Due Dec 1. Do 1 or more service activities with at least 75% of members involved, plus 1 form of publicity made in Adobe Express.

Membership

Due Dec 1. Hit one goal: 20 more student members than last year, 20 alumni members, or 20 professional members.

Advocacy

Due Mar 1. During February (CTE Month), do 3 school, 3 public policymaker, and 3 community outreach activities. The portal opens Feb 1.

NEW New this year: Adobe Express

Promotional and Community Service each need an item made in Adobe Express (free for DECA chapters). Upload a screenshot of it when you submit.

How DECA recognizes your campaigns

Achievement Level	Finish every requirement of any ONE DECA Month campaign. Earns a pennant and certificate.
Thrive Level	Finish any TWO DECA Month campaigns. Earns a pennant, plaque, flag, and 2 Thrive Academy spots.
Membership	Scored on its own: 1 of the 3 categories earns Achievement, and 2 categories earn Thrive Level.
Advocacy	Scored on its own. Every activity happens in February (CTE Month), and it is due March 1.

DECA Month campaigns = Promotional, Community Service, and I+E. Thrive Academy is held at ICDC. Every requirement needs proof (photos, sign-in sheets, screenshots), or it may not count.

Promotional Campaign tips

Piggyback on school events

Use events your school already runs, like freshman and middle school outreach nights, back-to-school events, and CTE fairs, as school or community outreach.

Low on ideas?

Posting on social media, putting up posters around school, and your beginning-of-the-year meetings can all count as school outreach.

3 community outreach activities

Take DECA off campus: a booth at a community event, a talk to a local group, or a visit with a business partner.

Alumni stories + Adobe Express

Share 3 alumni success stories with a photo of each. Make at least one outreach item in Adobe Express and screenshot it.

Innovations + Entrepreneurship tips

Step 1: The innovations activity

Organize an activity where members turn an ordinary item into an innovation. At least 75% of members must take part, so plan it with your advisor as a class lesson.

Step 2: Profile 3 local businesses

Reach out to 3 local business owners, interview them, and write a detailed profile of each one. Keep your notes, quotes, and photos as evidence.

Step 3: Host a guest speaker

Invite a local entrepreneur to share their journey and advice with your chapter. Take photos and use a sign-in sheet.

Ordinary items that work

Plastic cups, paperclips, paper, erasers, scissors, coasters, or any everyday item. Simple items push members to get creative.

Read the official steps

DECA Direct's article "Be the NEXT BIG THING with the 2026-2027 Chapter Campaigns" walks through all three steps.



Community Service Campaign tips

Host your own event

Run a service project during a chapter meeting, when most of your members are already in the room.

Build it into class

Turn the service into a classroom activity. It takes coordination with your advisor, but it makes 75% much easier.

Partner up

Collaborate with organizations or clubs that already exist in your school and community instead of starting from scratch.

Hit 75% and promote it

Have every member write thank-you letters or make posters for the event. Promote it with a flyer or post made in Adobe Express.

Membership Campaign tips

Know the goal

One goal earns Achievement: 20 more student members than last year, 20 alumni, or 20 professional members. Hit any two for Thrive Level and 2 Thrive Academy spots.

Students: push early

Recruit hard at the start of the year: open meetings with food, back-to-school events where DECA stands out, and posters in hallways and classrooms.

20 alumni members

Invite grads to an alumni night to reconnect and sign up as alumni members, and reach out to members who just graduated.

20 professional members

Ask members whose parents or family friends work in business. Offer membership packages or a business partnership as an incentive to join.

Enter everyone by December 1

This can be the hardest campaign, so start early. Members only count once they're entered in DECA's online membership system.



Advocacy Campaign tips (February, CTE Month)

This campaign is different because it happens during CTE Month, which is February. It starts on 2/1/27 and ends on 3/1/27. For the campaign, you need 3 school outreach activities, 3 public policymaker outreach activities, and 3 community outreach activities. For the school outreach, you can use school-wide CTE month advocacy events. Most schools host CTE rush-type events during this month, and if your school doesn't, you can contact your admin and try to set one up. For the public policy maker outreach, you can write letters to local lawmakers advocating for DECA, or show up to local district board meetings. For the community outreach, any forward-facing outreach, including social media and events where the public is present, counts as community outreach. Plan all nine activities before February starts, and save photos, letters, and screenshots as you go.

For more ideas and more depth on these campaigns, visit the chapter campaign guidebook here https://issuu.com/decainc/docs/deca-22-campaign_guidebook



Public policymaker outreach



School outreach during CTE Month

WHY DO THEM?

- Recognition at SCDC and on social media, plus pennants, plaques, and flags.
- Thrive Level sends 2 of your members to the Thrive Academy at ICDC.
- More members, alumni, and partners mean more judges, sponsors, and support.
- Members build marketing, outreach, and interview skills for competition.

MAKE THE MOST OF THEM

- Plan both programs on one calendar in August (see the last page).
- Give each campaign an officer owner and one shared folder for proof.
- Use events you already have: one event can count toward several goals.
- Remix DECA's Adobe Express templates from the Brand Resource Center.
- Aim for Thrive: two DECA Month campaigns and two membership categories.

Arizona DECA Chapter Awards

How it works

Arizona DECA's own program, separate from DECA Inc. Do tasks in 4 categories during 2026-2027, then upload proof to the JotForm by Feb 3.

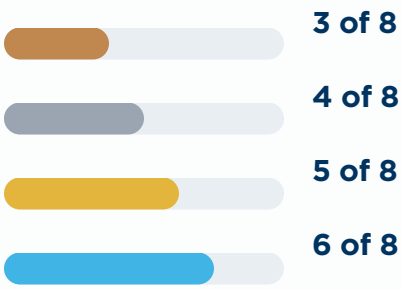
Recognized at SCDC

Every tier is recognized on stage at the State Career Development Conference and on social media. Higher tiers add trophies, pins, and a banner.

Required first (prerequisites)

- ADE CTSO Annual Submission Form (CTE Data Portal)
- Signed, dated Constitution and Bylaws
- 10+ members entered by Dec 1, with invoice
- Program of Leadership (DECA format, page 6)
- Minutes from at least 2 meetings
- List of chapter officers and positions

Tasks needed in EACH category



That's 12, 16, 20, or 24 tasks in total, spread across Membership, Innovation, Advocacy, and Community Service (8 tasks each).

Bonus: free DECA+

20+ student members (Membership task 1) earns a free DECA+ subscription from Arizona DECA.

What each tier earns at SCDC

Bronze	Certificate, nametag ribbons, and your chapter recognized in the SCDC program.
Silver	Everything in Bronze, plus a trophy award.
Gold	Everything in Silver, plus lapel pins.
Diamond	Everything in Gold, plus a banner and reserved seating at SCDC general sessions.

All tasks must be completed during the 2026-2027 school year. The full list of 32 tasks, and which ones double as DECA campaigns, is on the next page.

One activity, many wins

4 campaigns = 4 Arizona tasks

Finishing the DECA Membership, Promotional, Community Service, and I+E campaigns checks off Innovation tasks 1 through 4.

Membership pulls double duty

20+ students and 20 alumni or professionals cover Arizona Membership tasks 1 and 2 and the DECA Membership Campaign.

Reuse your alumni stories

The 3 alumni from your Promotional Campaign can also go in the Arizona DECA Alumni database (Membership task 7).

February counts twice

A guest speaker, school board presentation, or chapter video in February can count for Advocacy outreach and Arizona tasks.

The 32 Arizona chapter award tasks

Membership

1. 20+ student members (free DECA+)
2. 20 alumni or 20 pro members
3. Attend 2+ Arizona DECA events
4. Create a chapter budget
5. SBE certifies or recertifies Gold
6. A student applies for state council
7. 3+ alumni in the AZ DECA database
8. A senior applies for a scholarship

Innovation

1. DECA Membership Campaign
2. DECA Promotional Campaign
3. DECA Community Service Campaign
4. DECA I+E Campaign
5. Chapter T-shirt worn to an AZ event
6. District Marketing Graphics entry
7. Fundraiser to attend a DECA event
8. Campus event during #DECAMonth

Advocacy

1. Industry guest speaker
2. Administrator attends a DECA event
3. DECA PR presentation (board, civic)
4. Recruit 3 District Conference judges
5. Fall Leadership workshop presenter
6. 1+ DECA Blazer Contest video
7. Chapter visit from Arizona DECA
8. Publish a chapter impact video

Community Service

1. 10%+ in the AZ Fall Service Project
2. Career closet + interview or résumé day
3. Fundraiser donated to MDA
4. Work-based learning (not your SBE)
5. 500+ service hours (July to Feb 3)
6. Nominate Advisor/Admin of the Year
7. Newsletter article on your service
8. Service project with another CTSO

How to Turn Them In

DECA Chapter Campaigns (your advisor submits online)

- ***IMPORTANT: Make sure you are taking pictures and/or keeping some sort of evidence of all activities, as they will be required for submission. If there is no picture or evidence, the activity might not count.**

Step 1: Log in and create the campaign

Only advisors can submit, so students should have every description and photo ready first. Your advisor logs in at campaign.decaregistration.com with the same login as DECA's membership system, clicks Create Campaign, picks the campaign, and saves.

Step 2: Describe every activity and attach proof

Click Edit beside each section (School Outreach, Community Outreach, and so on) and describe every activity. Use Attachments to upload photos and documents, including a photo of each alum for Promotional and the Adobe Express screenshot for Promotional and Community Service.

Step 3: Submit (you can't edit after)

Unsubmitted campaigns show in red. Click Submit, then I Agree and Confirm, and the row turns green. Nothing can be changed after that, so if a wrong file went in, email education@deca.org instead of creating a new campaign. Membership is scored from what's entered at membership.decaregistration.com by December 1.

Arizona DECA Chapter Awards (due February 3)

Your advisor goes to azdeca.org, opens the Advisor tab, clicks Resources/Links, and uses the Chapter Awards 2026-2027 JotForm. Upload the prerequisites (ADE CTSO form, bylaws, membership invoice, Program of Leadership, meeting minutes, officer list) plus evidence for every task you are claiming. Every task must be done during the 2026-2027 school year. A clear group photo from each activity, like the one below, is the best proof.

Your year of campaigns and awards

Put both programs on one calendar. Dates are for the 2026-2027 school year; deadline rows are highlighted.

When	What to do
Aug / Sept	Pick an officer owner for each campaign and set up evidence folders. Push membership at back-to-school events. The portal opens in Sept.
October	Run community service and the I+E innovations activity. Interview local businesses, and recruit alumni and professional members.
November	#DECAMonth: wrap up DECA Month campaign activities and hold a campus awareness event (Arizona Innovation task 8).
December 1	DEADLINE: Promotional, Community Service, and I+E submitted, and all members entered (Arizona needs at least 10 for awards).
January	Finish Arizona award tasks and sort evidence by category. Plan all 9 Advocacy activities and book your February events.
February	CTE Month: run the Advocacy activities (portal opens Feb 1). February 3: the Arizona Chapter Awards JotForm is due.
March 1	DEADLINE: the Advocacy Campaign closes. Make sure every campaign shows as submitted (green) in the portal.
At SCDC	Arizona chapter awards (Bronze to Diamond) are presented on stage. Celebrate on social media and thank everyone who helped.
At ICDC	Thrive Level chapters send 2 members to the Thrive Academy. Hand off the evidence folders and this plan to next year's officers.

BOTTOM LINE

Choose an officer owner for every campaign, put both programs on one calendar, and photograph everything. Submit the DECA Month and Membership campaigns by December 1, the Arizona chapter awards by February 3, and Advocacy by March 1. One well-documented activity can count toward a DECA campaign and an Arizona chapter award task at the same time.

Sources: DECA Inc. Chapter Campaigns page and 2026 online submission instructions (deca.org/campaigns); DECA Direct, "Be the NEXT BIG THING with the 2026-2027 Chapter Campaigns"; DECA Chapter Campaign Guidebook; Arizona DECA 2026-2027 Chapter Awards (azdeca.org/chapterawards); Texas DECA Chapter Campaigns overview.