

Dear DECA Members,

This year, we want all of you to expand your DECA chapter meetings from the classrooms, libraries or wherever you train to your local communities. One of our main goals this year is to see DECA Ontario members out in their local communities more often. DECA Ontario takes great pride in helping out in communities and making a difference in society. Without our amazing volunteers DECA Ontario would cease to exist. Giving back to local communities is a very important activity that DECA Ontario wants to make sure continues throughout the year.

Getting your chapter into the community does not only allow for your communities to learn more about what DECA Ontario is, but also creates opportunities for your members. Whether it is to network, to gain voluntary experience, or to acquire business and leadership skills, undertaking this initiative as a chapter will largely benefit members. This allows for your chapter to obtain publicity in the media for you charity work. This publicity allows for your local community to become more knowledgeable about your chapter and what DECA Ontario is.

In this package we have also included some ways for your chapter to raise funds to support your members. We know there are many members that find it hard to afford costs such as Provincials and ICDC. Holding fundraising events will assist in subsidizing the costs for your members. The package also includes many different fundraising event ideas at the school and community level.

While fundraising in your community and asking people to support your chapter, it is also important to give back through volunteering. Volunteering is a great way to get out in the community and raise awareness about DECA thus leading to community support for your chapter. We have included many ways that your chapter can get involved in the community and a list of different organizations you can support.

As a chapter, aligning yourself with your community will open up doors to many opportunities. Reaching out to your communities can help your chapters on many levels such as training, fundraising, raising awareness, and creating opportunities for your members. I truly hope that all of you will try to give back and get involved in your community in some shape or form. Even volunteering in a small way for a couple of hours makes a difference! Remember to share the DECA love with your local communities!

With DECA love,



Emily Fraser  
President  
DECA Ontario



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# Community Involvement

## Importance of Community Service

DECA Ontario takes pride in its history of helping those in need by making a positive contribution to society. As a non-profit organization, DECA Ontario would not be the association it is today if it wasn't for the generous help of volunteers and sponsors from across the province. DECA Ontario believes in giving back, which is why community involvement is an important responsibility of every chapter.

There are many benefits of being involved in the community:

### Gaining professional experience

- Many chapters choose to volunteer their time in support of local non-profits. This gives members valuable work experience in different fields.

### Learning business and leadership skills

- Hosting a community event for charity requires planning, budgeting, coordinating and other managerial tasks.

DECA members can apply these skills to real world situations.

### Becoming closer to each other

- Working together to support the community will build camaraderie and teamwork, which is crucial to success as a DECA chapter.

### Obtaining publicity

- By helping out in the community, chapters could receive positive publicity in the media for their charitable efforts.

### Giving back and help others

- DECA relies on community support to operate. It is important that DECA Ontario shows gratitude by also aiding groups and people in need.

This three step guide prepared by DECA Ontario will help your chapter become more involved in the community. Your chapter can make it a more meaningful and engaging experience for all of your members!

## How to Become Involved

There are many ways that chapters can become socially responsible and involved within their communities. Volunteering is an effective and simple way to give back. Identify a cause that is important and contact an organization that is dedicated to it. Most charitable organizations will be more than happy to have members contribute their time during the year.

Hosting an event is another great way to get involved and may even be more exciting than volunteering. Hosting an event will allow members to partner with a community group, design a fun event, implement ideas and develop the skills necessary to manage a project from start to finish. This can be easily aligned with any of the DECA Competitive Events.

# 1. Give Back

Although working on attaining funds and spending time on your chapter is important, the local community and its members should also be considered when planning your chapter activities. Reach out to local organizations and look for ways to help them out with their goals. Not only does this help build your chapter's reputation, you can also use these volunteering activities as team-building sessions for your team.

- **Attend local festival** – Attend a local festival as a community group and talk to festival attendees about what your DECA chapter is about. Use this event to build connections for potential sponsorship and partnership opportunities
- **Participate in Santa Claus parade** – March alongside the floats during a Santa Claus parade to build awareness for your chapter.
- **Work at senior homes** – Visit a local senior home and help out or entertain the seniors. Be sure to share your volunteering work on social media.
- **Homeless Shelters** – Visit a local homeless shelter and ask what you can do to help out. As with the senior home, share your work on social media.
- **Donate to food banks** – Consider doing a food drive within your chapter. Split up the chapter into various groups, and have each of these groups compete against one another in order to push people to earn more donations.
- **Volunteer at Soup Kitchens** – Contact a local soup kitchen and ask them whether they need any help with cooking, serving, or cleaning
- **Organize a head-shaving event for cancer** – Try to set a fundraising goal, and depending on how much money is earned, shave that many heads.
- **Pick up litter in the community** – This is an easy event to do. Simply purchase gloves and bags for members, and then choose an area in the community to clean up. Be sure to share your work on social media
- **Shovel for Seniors during the winter time** – On a snow day, consider getting together as a chapter to shovel seniors driveways for free. This is a fun team-building exercise too.
- **Letters to the military** – Write letters to soldiers serving in the army thanking them for their service and contributions. If you are sending it around the holiday times, include a holiday wish in the message as well.
- **Help to distribute Holiday Bundles (Santa Boxes) for Impoverished Children International or local community organizations** – Volunteer to help out with the distribution of Santa Boxes. The chapter executive should work on sorting out the logistics of this distribution process to improve their administration skills, and all members should be given the opportunity to distribute a box.
- **Hat, Mitten and Sock Drive** – Set up a Christmas tree during the holiday times and allow members of the school community to “decorate” it using mitts, socks, hats, etc. After the break, when winter is most harsh, collect these items off the tree and donate them to a homeless support group.
- **Secret Santa Plus One** – Do the same thing as secret Santa, however, when you buy a gift, buy two, not just one. Then, have one of the items donated.
- **RAK Week**– Have your chapter spend a week doing random acts of kindness for people
- **Write Birthday Cards for Children with Cancer**– Write birthday cards for children with cancer and visit a hospital to give them directly to the patients

## Support an Organization

There are many organizations looking for youth to contribute. The following organizations often have opportunities open and are looking for people to help out with their operations. Supporting local organizations can help with getting the name out about your chapter and may also lead to meeting people who can assist your chapter in their operations.

- **MDC** – There are many ways to get involved with Muscular Dystrophy Canada and support a good cause. You can volunteer or host your own fundraising events. Visit <http://muscle.ca/> for more details and feel free to contact the organization for promotional materials
- **Habitat For Humanity** – Members of your chapter can volunteer with Habitat for Humanity to help build homes. Make sure you check the age restrictions before signing up.  
**Volunteer with Sick Kids, Mount Sinai, Toronto General** – Contact local hospitals in your area and check whether or not they need help or not. If they need help, then head down as a chapter and help them.
- **Kiva** – Kiva is an organization that allows donors to “lend” money out. Instead of a one-time donation, Kiva enables contributors to donate money and then have that money returned back to them in the form of Kiva credit to support other entrepreneurs.
- **Red Cross, United Way, Goodwill, etc.** – Many organizations provide relief during natural disasters or conflict. Your chapter can also participate in their campaigns or fund raise money to donate to these respected organizations.
- **Amnesty International / UN / Unicef** – Help raise awareness about global issues that relate to human rights, equality and freedom of expression. Participate in campaigns that help educate your community about the challenges that people around the world still face.
- **World Vision** – Sponsor a child. Raise enough money to be able to support a child’s education, health and sanitation.
- **Terry Fox Foundation** – Fight cancer. Continue Terry Fox’s dream of a world without cancer. Host a Terry Fox run at your school or simply fundraise to aid cancer research. Other organizations or campaigns that you could consider include: Cancer Rally/Run for the Cure (Relay for Life).
- **WWF** – Support the environment. Raise awareness about the issues that affect our planet. Get involved in campaigns that protect endangered species.
- **CHUM City Christmas Wish** – Volunteering with the CHUM City Christmas wish is a fun activity where you have the opportunity to build holiday gift boxes for impoverished youth.
- **Free the Children** – Build a village, sponsor a child’s education, build a school or enable women to become their own entrepreneurs. The possibilities are endless with Free the Children’s various campaigns.
- **Make a Wish Foundation** – Sponsor a wish. Make a child’s dream come true by donating money to their fund.

# 2. Receive Support

## Gain Community Support

Your DECA chapter can greatly benefit from individuals and businesses wanting to contribute to your school's success. Don't be afraid to reach out to various parties to receive extra help with running your chapter and training your members. Not only will this help your executives focus on other tasks, but business professionals may also have valuable insights to share with your team. Parents are also phenomenal supporters and having them as "fans" of your chapter can make a big difference.

- **Reach Out to Business Leaders** – Attend networking events and ask established leaders to visit your school to help run a DECA meeting
- **Look for Motivational Speakers** – Motivational speakers can keep your chapter's morale high and will ensure members stay excited and engaged with DECA
- **Professional Development Workshops** – Try to get a workshop hosted at your school for free in order to help your chapter's competitive performance
- **Parents**- Parents can be a huge help for supervising meetings, helping to plan and organize, or just as motivators for your team. Definitely try to get your parents involved!

## Fundraising for the Chapter

Fundraising for your chapter is a great way to reduce costs for your members, and making DECA accessible to all members of your school community. Fundraising for your chapter is fun, and will also help with team-building for your school. The two primary ways to work on fundraising for your chapter is through school and community involvement.

## School Fundraising Initiatives

These activities involve working with your school to attain funds for your chapter. These activities require less time to organize and will help build your chapter's reputation in the school community.

- **Fundraise with Krispy Kreme** – <https://www.krispykreme.com/fundraising/how-it-works>. You can sell Krispy Kreme donuts within your school and make money for your chapter
- **Pie Teacher in the Face Event** – Ask teachers to volunteer for this challenge. Students will put money into a raffle. The winner gets to pie his/her teacher in the face. More than one teacher can participate, with separate raffles for each teacher.
- **Host a Monopoly tournament** – Have everyone pitch in to play Monopoly. Chapters can use money for prizes, and keep/donate the rest.
- **Sell SPC Cards** – Register to sell Student Price Cards. Each card sold will make roughly \$3 in profit.
- **Cobs Bread Fundraiser** – Contact Cobs Bread regarding their fundraising options and sort out an arrangement.
- **Sports events (intramurals)** – Set up a sports team which is a “DECA” team. This team can play against teams such as the local police team, or even your school's sports teams.
- **Raffles** – Any type of raffle arrangement works. If you'd like, make the prizes related to DECA.
- **Rainbarrel Fundraiser** – Visit <http://rainbarrel.ca/> and set up a rain barrel selling program for your school.
- **Cinnabon Fundraiser** – Visit <http://cinnabon.homestead.com/CinnabonFundraising.html> and sign up to fundraise.
- **Little Caesar's Fundraisers** – Visit <https://www.pizzakit.com/start-a-fundraiser-signup> and set up an account to fund raise by selling pizzas.
- **Indigo in-store FUNdraiser** – <https://indigo.flipgive.com/> sell Indigo e-gift cards to students at your school and make 20% of the money raised from selling the cards.

Other Sites: <http://www.fundscrip.com/home>

<http://www.justfundraising.com/canada/discount-cards/canadian-discount-cards.html>

## Community Fundraising Initiatives

These activities will involve reaching out to the community and running events and initiatives that benefit both your chapter and the local area. These events will also benefit your chapter by allowing you to explore potential partnerships and sponsorships with individuals/organizations in your community

- **Community BBQ** – Set a date and promote it to members in your neighbourhood. You may want to consider looking for parents willing to donate food items. Charge a small BBQ fee for all participants.
- **Host small tournament (ex. 3 on 3 basketball)** – You can set up your own sports tournament in your community where each team should be charged a registration fee.
- **Organize a Colour Run** – Get members of your local community to come to the colour run. It will be a fun and exciting event that makes an impact in the community. In order to participate, students must either fund raise a certain amount or pay a fee to participate.
- **Hold a Marathon** – For this event, you may want to consider splitting the funds amongst your chapter and a charitable organization. Participation requires a certain amount fundraised.
- **Host a TED Talk** – Apply for a TEDx License and host an event for your chapter or community. This event will help your chapter build engagement and connections within the area. Each audience member has to buy a ticket.
- **Host community business workshops** – Consider leading newcomers through a session on how to leverage the power of LinkedIn to get a job. Or, you may want to consider doing free consulting or focus group sessions for local groups.
- **Talent Show** – This is great for community involvement. Ask DECA members to showcase their talents. Their talents are not limited they can include: song, dance, magic, theatrical performances, etc. Sell tickets for the show.
- **Arts Night for DECA** – Similar to the talent show, you can use this event to showcase the arts talent of your members. Consider including drama, dance, and visual arts in the event. Sell tickets for the show.
- **DECA Banquet/Social/Semi-formal** – This would be a fun sit-down dinner/dance event for DECA members. Work on getting people to post their pictures and fun memories onto social media so that others become interested in joining DECA as well. Sell tickets to students at your school.
- **Mock DECA Event** – Hold your own Mini DECA Competition. Your chapter members can develop their DECA skills, while teachers, sponsors and parents will be able to understand what you do. To compete, individuals must pay a competition fee.

# 3. Move Forward

## Build a Balance of Activities

Work on balancing your chapter's non-competitive activities. Don't dedicate all of your efforts towards one cause!

- **Contact Local MPP** – It's always beneficial to have a network of influential supporters. Having a connection with the local MPP will enable you to reach out to their connections that may be able to help your chapter.
- **Connect with Chamber of Commerce** – Your local Chamber of Commerce can help with finding connections to support and assist your chapter. Your presence within the Chamber of Commerce can also help with building your reputation.
- **Try to get in contact with Mayor** – Mayors may be able to provide you with a certificate or release, which can boost chapter credibility.
- **Business Professionals School Visits** – In high school, many students are still unsure of their future career ambitions. Consulting a working professional could help them determine what they want to do. For example, if many members are interested in Marketing, consult a marketing director.
- **Host a Conference with DECA Alumni** – Alumni can share their previous experiences and help with training. Additionally, they can be a source of inspiration for the chapter, and motivate members to want to achieve
- **Ask Business Professionals to Review Written Projects** – Business professionals can give their industry opinions on written reports to improve them.
- **Invite Universities to Visit Your School** – Universities can provide information the admission process. Universities can also provide valuable business resources
- **Ask businesses to sponsor** – Reach out to businesses directly in your community in order to obtain some form of monetary sponsorship which will help subsidize competition costs.
- **Create an entrepreneurship challenge (e.g. Make your Pitch)** – Get members to come up with a business model and present it to judges. The judges may be from your chapter, or local business people.

# Steps to Success

## 5 Steps for Getting it Done

### 1. START AS SOON AS POSSIBLE

Planning events takes time, so make sure you start as early as possible to ensure everything runs smoothly.

### 2. DO SOMETHING YOU ENJOY

You'll spend more time and put together a better campaign when you do things you enjoy.

### 3. MAKE A PLAN

Create a plan and stick to it to ensure that you meet your goals and all necessary tasks are completed.

### 4. GET YOUR SCHOOL INVOLVED

Try to get non-DECA members involved in your campaigns too. Hopefully they benefit from it and they'll join DECA as well.

### 5. SHARE YOUR SUCCESS

Share and celebrate your successes with the community. Be sure to share your activities on Facebook, Twitter, and Instagram, and always remember to send thank-you letters/gifts to those that have helped you on your journey. Additionally, it would be amazing if you could receive media attention for your initiatives.

**BEST OF LUCK FROM THE ONTARIO EXECUTIVE TEAM!!!**

Please let us know if you have any questions  
and share your experiences with us!

# Contacts Page

Use this page to write down all the contact information of the Presidents at your table and as many people as you can from this event throughout the day!