

HOW TO START & ORGANIZE A NEW CHAPTER

The most important factor in organizing a chapter is to make sure that you as the Advisor are committed to making it work. The next step is to make sure that your Administrators understand that DECA is a learning experience for the student members. They will learn about business, marketing, distribution, advertising, sales and much more. Being involved in DECA means learning team work and leadership skills. DECA members also enjoy social activities and travel. Involve your administrators and counselors by inviting them to judge at your area competition or even at the State CDC held in Decatur, IL. This is possibly the best way to show them how DECA promotes learning and meets academic standards. Also, invite your local business community leaders to judge at area or state competition.

Beginning chapters can start with as few as 10 members plus the Advisor. Special permission is required for chapters with less than 10 members after the second year. Students joining DECA find it easier if they have an interest in a business career and/or are enrolled in a business class during the current school year. If your chapter is a club any student may join and compete at area, state & International competition.

Don & Joan Varanauski can be reached by emailing Don at dvaranauski@ildeca.org or Joan at jvaranauski@ildeca.org. Jim Weber can be reached at jweber-interaccess@sbcglobal.net. Please let us know if you have a problem or just a question. The Advisors in your specific Area will also be willing to help, you'll find them a great support group. Make a point to attend your Area meetings to learn what's happening and to meet your fellow Advisors.

FINANCING CHAPTER ACTIVITIES

The amount of capital required by any chapter of the Illinois Association of DECA (DECI) depends on the activities which it plans for the year. The amount will vary from year to year according to the interest of the members, conferences you attend and their cooperation in planning and completing projects. It is a good practice if the Advisor has their students pay a part or all of the cost for conferences and activities. The reason for this is so the student has ownership and it's not a free ride. It is also a good practice if the Advisor has a signed contract with each student and their parent(s)/guardian so that if a student drops out from the conference they are still required to pay their fair share and the chapter doesn't have to cover the cost. Every conference has a date after which no refunds are given for anyone who drops out, and the chapter is required to pay for everyone who is still registered.

There are three ways in which a chapter may raise the necessary funds. While the area, state, and national youth organizations generally rely on membership dues for financing their activity programs, local chapters use any or all of the following methods:

1. **DUES:** The dues paid by each member should provide for the per capita operating expenses of the chapter, and should be within the local school's policy for club dues. The amount should not be so large that it would prevent a student's belonging as an active member. A chapter may include a field trip to a large city in its activities program and agree to set the dues high enough to collect a major portion of the cost of the trip before it takes place. The amount of dues which is to be paid by each member should be carefully worked out by the executive committee and should be approved by a strong majority of the members.
2. **SAVINGS PLANS:** A fundraiser can be used as a savings plan. Students who participate in raising funds can use the amount that they earn for the chapter to defray their cost to attend conferences or other activities of their chapter. Each student member should be charged an amount to attend DECA conferences or activities so they have ownership of the total cost. When students have money invested in a DECA conference or activity it reduces the drop-out rate.
3. **SPECIAL ACTIVITIES:** From time to time, special sales projects may be found necessary if certain activities are to be undertaken. The sending of delegates to a state meeting, or holding an employer-employee banquet are examples of projects that usually are not paid for out of the dues account in the treasury. Some special projects used by various chapters are:
 - A. The sponsorship of projects such as fashion shows or post-game dances.
 - B. Providing services such as operating the checkroom, running the school store or holding a car wash.

Well-planned sales projects can correspond with the general content of the Marketing Education program, for instance:

1. When the class is studying the economics of distribution, the chapter would be able to discuss the profit motive and plan the estimated profit that is needed to finance its program of activities.
2. When marketing is the class topic, the type of sales activity and the potential market might be determined.
3. When salesmanship and sales promotion are class subject areas, an effective sales force and promotion committee could be established for the activity, and so on.