



**2016-2017**

# ***Community Service Guide***

*Your Wisconsin DECA Guide to Incorporating the DECA Guiding Principle of Community Service into your DECA Chapter.*

## **NEW for 2016-2017: WI DECA Community Service Calendar**

This year WI DECA will be adding an interactive calendar of Wisconsin DECA community service events on [wideca.org](http://wideca.org). This calendar will allow people across the state to see a variety of ideas and will also allow for people in nearby communities to see events they can participate in themselves. In order to start this calendar, **we need your help!**

Please [click here](#) and complete the WI DECA Community Service Calendar form. Please fill out as much information as you can on the form so the calendar will be as accurate as possible. There is a space for you to attach an image if you would like, this is for any sign-up forms, informational posters, or things of that nature to be attached to the event on the calendar so that people can access them.



*A letter from your  
Wisconsin DECA Vice  
President of  
Community Service,  
Gabby Every*



SERVE.LEAD.INSPIRE

*Hello Wisconsin DECA!*

*Thank you for allowing me to serve as your Vice President of Community Service this year! I am so excited to work with all of you to help grow WI DECA's impact throughout the state. I cannot wait to see how your service will help you, as well as the people in your communities, Own Your Future!*

*Community Service means a lot to many people involved in our Organization, including myself. We have the opportunity to help so many people around us! WI DECA has made a difference in countless lives throughout the years, and my hope is that this year we can make an even larger impact than the last. However, in order for this goal to become a reality, we need your help!*

*Every year, Wisconsin's state officer team wants to see your chapters reach their maximum potential, and in order to do that we work hard to give you the tools you will need throughout the year! This Community Service Guide was designed to give you descriptions, tips, and ideas for events your chapter could do. Last year, Meghan Sharkus created a Community Service Blog to highlight you and the amazing events you held in your communities. This year I want to not only keep up the blog, but also add a new event idea as well as instate some incentives for those chapters who work hard to give back to their communities!*

*We value your feedback and input as well, please do not hesitate to contact me regarding any questions, comments, or concerns you have this year! Know that you are the ones who have the power to make a difference. Together, we can create a lasting impression for years to come!*

*Sincerely,*

*Gabby Every*

*Gabby Every  
Wisconsin DECA Vice President of Community Service  
[widecacommunityservice@gmail.com](mailto:widecacommunityservice@gmail.com)*

# GET CONNECTED TO DECA INITIATIVES



**OUR MISSION** DECA PREPARES EMERGING LEADERS AND ENTREPRENEURS IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

## OUR GUIDING PRINCIPLES

### DECA'S COMPREHENSIVE LEARNING PROGRAM

**INTEGRATES INTO CLASSROOM INSTRUCTION** An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes. **APPLIES LEARNING**

**CONNECTS TO BUSINESS** Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

As in the global economy, a spark of competition drives DECA members to excel and improve their performance. **PROMOTES COMPETITION**

### DECA PREPARES THE NEXT GENERATION TO BE

**ACADEMICALLY PREPARED** DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities. **COMMUNITY ORIENTED**

**PROFESSIONALLY RESPONSIBLE** DECA members are poised professionals with ethics, integrity and high standards.

DECA members are empowered through experience to provide effective leadership through global setting, consensus building and project implementation. **EXPERIENCED LEADERS**

### DECA, INC. Initiatives

- DECA, INC. Campaigns are detailed at: <http://www.deca.org/high-school-programs/high-school-chapter-campaigns/>

DECA, INC. recognizes chapter achievement for community service. Recognition can range from a certificate to an ICDC allocation spot to attend a DECA Academy in Nashville, TN.

- To receive recognition from DECA, Inc. all community service activities must be submitted online at [www.deca.org](http://www.deca.org)

### Wisconsin DECA Initiatives

- MDA (Muscular Dystrophy Association)
- Polar Plunge
- Acts of Kindness
- 100 Hours
- General Contributions to Charity
- Wisconsin Association State-Wide Community Service Project: Trick or Can
- All CTSO Safe Driving Initiative

Wisconsin DECA recognizes chapter achievement for community service. Recognition can range from a certificate, an extra allocation spot at SCDC, to premiere seating at SCDC 2016 if you complete the EPIC Community Service Bonus.

- For Wisconsin DECA recognition you must submit your community service activities using the online Community Service form, which can be found at:

<https://www.formstack.com/forms/?1819285-PO4DqueTs3>

# SERVE.LEAD.INSPIRE

# 2016-2017 Community Service



## *The Story Behind the “SWAG!”*

- This section includes details and descriptions of Wisconsin DECA Community Service Initiatives. Each year our chapters participate in a variety of projects that benefit their school, community and other charitable organizations.
- It is important to recognize the efforts and time put into these events and activities. Many projects can actually receive recognition in more than one initiative, so it is important to read and understand each one.
- All initiatives have deadlines for submission, but you may go online at any time on or before the deadline to submit. **YOU DO NOT HAVE TO WAIT UNTIL THE DEADLINE!**
- **COMING SOON:** WI DECA will be providing a resource that will list all the ribbons your chapter can earn at SCDC. Watch for this resource when the Chapter Management Guide is released at the end of August!
- Questions about any community service initiative can be directed toward:
  - Your Executive Director of Wisconsin DECA Center: Terri Mackey  
[widecacenterdirector@gmail.com](mailto:widecacenterdirector@gmail.com)
  - Your Vice President of Community Service: Gabby Every  
[widecacommunityservice@gmail.com](mailto:widecacommunityservice@gmail.com)



For Strength,  
Independence & Life

In 2015-2016, Wisconsin DECA had 39 chapters participate in community service for MDA! Wisconsin DECA chapters joined forces raise over \$50,000 for MDA! These are impressive figures and something we should be proud of!

Your state officer team has made it a part of our strategic plan to grow these numbers. We believe that by connecting with chapters and providing personal assistance as well as other resources (like this guide), we can increase the number of chapters that participate in community service events

**GETTING RECOGNIZED IS VERY SIMPLE!** Here are the steps:

- Plan and execute a fund raising event to help support MDA.
- Event/Activity must take place between March, 2016 and January 30, 2017.
- Fill out the [Wisconsin DECA Community Service Form](#) no later than January 30<sup>th</sup>, 2017. **PLEASE NOTE:** The pictures you submit on this form are the pictures WI DECA will use to recognize your chapter at SCDC. Please make sure to include pictures from all your community service events!!
- BEFORE you submit payment, print out a copy of the form to send in with your payment. [Click here](#) to determine where you should send payment.

# GREAT IDEAS!

## 2015-2016 WI DECA MDA ACTIVITIES

*Kettle Moraine DECA's Bash on the Grass is a charitable tailgate held before a KMHS Lasers' football game in the fall. The tailgate has endless food and fun for everyone in the family! All proceeds from the ticket sales of the 2015 Bash on the Grass went to benefit MDA and helped to send kids from Wisconsin with Muscular Dystrophy to MDA summer camp. Bash on the Grass was able to raise just over \$5,000 for Wisconsin MDA.*



*Mr. Norski is an event that DeForest DECA puts on every year. It is a pageant for boys where they compete against each other by performing a talent, doing a mystery event, answering questions, and coming up with the best cheer that exemplifies school spirit. This event resulted in \$1,800 raised for MDA.*



*Your chapter can help out MDA by volunteering your time and talent too! Contact your local MDA office for summer camp and other volunteer opportunities! Appleton East contributes their time each summer at MDA Summer Camp.*





Introduced as a Community Service Initiative for Wisconsin DECA in 2014, participate in a Polar Plunge benefiting the Special Olympics and receive a Polar Plunge Ribbon at SCDC 2016. Last year we had 8 chapters participate in a Polar Plunge.... Let's make it 15 chapters this year!

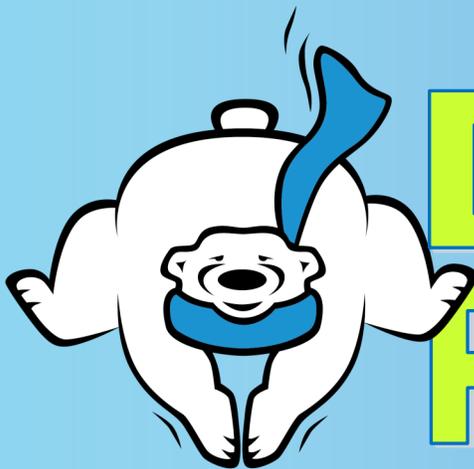
**Also remember, this event would qualify for other state initiatives such as:**

- ✓ **General Contributions to Charity**
- ✓ **Acts of Kindness**
- ✓ **And gets you closer to 100 hours of community service**

**How do you get recognition at SCDC for participating in a Polar Plunge?**

- ✓ Submit your [Community Service Form](#) by January 30, 2016. Please include 1-2 jpeg pictures from the plunge!





**DECA  
PLUNGES**



Dear DECA Chapters,

It is often described as exhilarating, breathtaking and unforgettable by the thousands of brave souls who take to the icy waters as Polar Plungers each winter. But even on the chilliest of Polar Plunge days the words we hear most to describe the Polar Plunge is heartwarming! This is because every splash made by a Polar Plunger is making an impact on lives of local Special Olympics athletes. The funds raised by the local Polar Plunge events help to bring children and adults with intellectual disabilities off of the sidelines and onto the playing field.

We thank DECA for the outstanding support and participation in the 2016 Polar Plunge events. Hundreds of DECA students stepped forward to become Below Zero Heroes and raise donations to support Special Olympics athletes in their community and often times right in their own schools. In 2016, DECA students raised a tremendous \$32,000!

We invite your chapter to accept the challenge and become Below Zero Heroes this winter. The Polar Plunge events take place in February and early March but we encourage your chapter to start your planning early. Registration opens in September and it is best to make the commitment early on so that your students can build excitement and get ready for the event.

You may have questions about the event and we encourage you to reach out to the Special Olympics staff member in your region. We would be happy to attend one of your chapter meetings and share information about your local Polar Plunge and help answer any questions you have about getting your team signed up!

Sincerely,

Nicci Sprangers

Director of Development



## How to start a DECA Polar Plunge team?

Take your pick from 14 Polar Plunges across the state and get ready to be a Freezin' for a Reason. We recommend that you get your team registered early and begin building excitement for the event.

- Online registration opens in September.
- A team can be any size from 2 to 200!
- Get your Polar Plunge Team registered at **PlungeWI.org**
- Your Team Captain must register first & create your team. Members can then register and join the team.
- Each team will member must raise a minimum of \$75 in donations by the day of the event.
- Raise pledges online, collect donations in person or hold fundraising events to raise donations for your team.
- Turn in all donations at Event Check-In.

## Chose how you would like to participate!

We want everyone to be able to participate in the Polar Plunge regardless of their love for cold water. Your team members can choose to register as Polar Plungers and take the Plunge or they can choose to register as Too Chicken to Plunge and still raise donations to support Special Olympics and attend the event to cheer and have fun but they can do so from dry land.

<b>Polar Plunger</b>	These winters warriors are ready to conquer the cold! Raise a minimum of \$75, Plunge and receive the official Polar Plunge T-shirt.
<b>Too Chicken to Plunge</b>	Chickens can't bear the idea of jumping into cold water, but they have warm hearts and would like to raise donations to support their team and Special Olympics. Raise a minimum of \$75, stay dry and receive the official Polar Plunge T-shirt.

# PlungeWi.org

## Why are We Plunging?

You really are Freezin' for a Reason! All the donations you raise benefit Special Olympics Wisconsin. In Wisconsin we have more than 10,000 children and adults with intellectual disabilities that benefit from the friendships, physical fitness and personal achievement that Special Olympics provides. Special Olympics gives every person the opportunity to be a champion and show the world that there are millions of different abilities but no disabilities!

## Polar Plunge Locations

<b>February 4</b>	Kenosha	<b>February 18</b>	Oshkosh
<b>February 4</b>	WI Rapids	<b>February 18</b>	Milwaukee
<b>February 11</b>	Manitowoc	<b>February 26</b>	Wausau
<b>February 11</b>	Menomonie	<b>February 26</b>	Eau Claire
<b>February 11</b>	Whitewater	<b>February 26</b>	Milwaukee Zoo
<b>February 12</b>	Muskego	<b>March 4</b>	La Crosse
<b>February TBA</b>	Madison	<b>March 4</b>	Green Bay

## Top DECA Polar Plunge Teams 2016

<b>Wausau East</b>	\$6,336	<b>Chippewa Falls</b>	\$1,162.00
<b>Cardinal Heights</b>	\$4,296	<b>Brookfield Central</b>	\$1,160.00
<b>Appleton East</b>	\$4,032	<b>Tomah</b>	\$1,160.00
<b>Wausau West</b>	\$3,142	<b>West Salem</b>	\$850.00
<b>New Berlin Eisenhower</b>	\$2,910	<b>Dodgeville</b>	\$405.00
<b>Mosinee</b>	\$1,696	<b>Necedah</b>	\$102.00

**Total Raised by DECA—\$27,251**

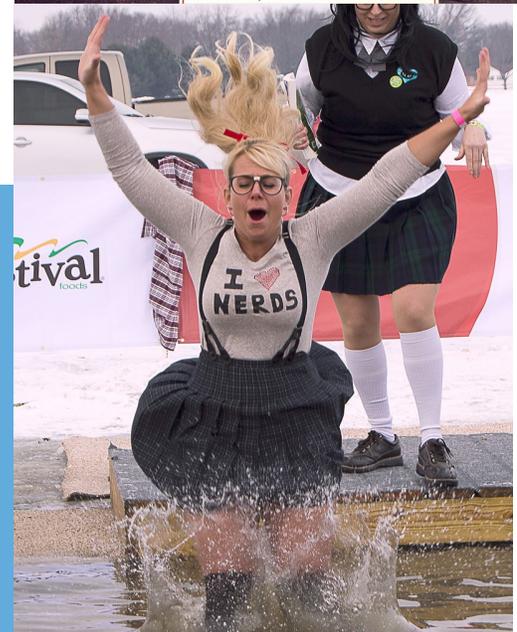
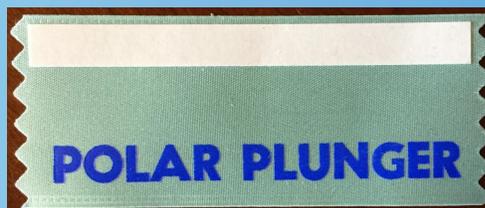
## Recognition at the SCDC

### Top 5 Fundraising Teams

Special Olympics will recognize the top 5 fundraising DECA Polar Plunge teams at the State Career Development Conference. The Top Fundraising DECA chapter will receive a Polar Plunge Award.

### Ribbon

Each student who participates in the Polar Plunge will receive a Polar Plunge ribbon at SCDC.





# Contact Info.

Wisconsin Rapids Polar Plunge	Nicole Sprangers <a href="mailto:nsprangers@specialolympicswisconsin.org">nsprangers@specialolympicswisconsin.org</a> (715) 848-0550
Wausau Polar Plunge	Nicole Sprangers <a href="mailto:nsprangers@specialolympicswisconsin.org">nsprangers@specialolympicswisconsin.org</a> (715) 848-0550
Eau Claire Polar Plunge	Karen Kraus <a href="mailto:kkraus@specialolympicswisconsin.org">kkraus@specialolympicswisconsin.org</a> (715) 833-0833
Menomonie Polar Plunge	Karen Kraus <a href="mailto:kkraus@specialolympicswisconsin.org">kkraus@specialolympicswisconsin.org</a> (715) 833-0833
Oshkosh Polar Plunge	Nicole Sprangers <a href="mailto:nsprangers@specialolympicswisconsin.org">nsprangers@specialolympicswisconsin.org</a> (920) 731-1614
Green Bay Polar Plunge	Matt Harper <a href="mailto:mharper@specialolympicswisconsin.org">mharper@specialolympicswisconsin.org</a> (920) 497-2422
Manitowoc Polar Plunge	Matt Harper <a href="mailto:mharper@specialolympicswisconsin.org">mharper@specialolympicswisconsin.org</a> (920) 497-2422
Madison Polar Plunge	JoEllen Graber <a href="mailto:jgraber@specialolympicswisconsin.org">jgraber@specialolympicswisconsin.org</a> (608) 828-2620
Kenosha Polar Plunge	Brittany Neukirchen <a href="mailto:bneukirchen@specialolympicswisconsin.org">bneukirchen@specialolympicswisconsin.org</a> (262) 598-9507
Whitewater Polar Plunge	Brittany Neukirchen <a href="mailto:bneukirchen@specialolympicswisconsin.org">bneukirchen@specialolympicswisconsin.org</a> (262) 598-9507
Milwaukee Polar Plunge	Kelley Mawhinney <a href="mailto:kmawhinney@specialolympicswisconsin.org">kmawhinney@specialolympicswisconsin.org</a> (262) 241-7786
Milwaukee Zoo Polar Plunge	Kelley Mawhinney <a href="mailto:kmawhinney@specialolympicswisconsin.org">kmawhinney@specialolympicswisconsin.org</a> (262) 241-7786
Muskego Polar Plunge	Kelley Mawhinney <a href="mailto:kmawhinney@specialolympicswisconsin.org">kmawhinney@specialolympicswisconsin.org</a> (262) 241-7786
La Crosse Polar Plunge	Kerry Gloede <a href="mailto:gloedek@cityoflacrosse.org">gloedek@cityoflacrosse.org</a> (608) 789-4916



# GREAT IDEAS!

## 2015-2016 Polar Plunge

*Wausau East DECA participated in the Polar Plunge for the first time this year. Wausau East Advisor, Ms. Ross, challenged her members to raise more money than she did. If they were successful, members could "Toss Ms. Ross". Wausau East members took on the challenge and encouraged others to participate in the Polar Plunge by reaching out to business Partners and Community members. Wausau East really pushed that members could raise money even if they did not want to or were not able to jump. Approximately 20 students and Ms. Ross, boarded the bus to head to Sunnyvale Park, where 18 of these students plunged....and had fun "tossing Ms. Ross", as she couldn't quite raise as much as the members did. Their hard work paid off, Wausau East raised over \$6,300 to benefit Special Olympics!!*



*Another first time participant, Tomah DECA collected donations both in person and online for the Polar Plunge. They decided to dress up in "tacky business attire" as our team costume since DECA is a business related organization. Altogether, Tomah raised \$1078.00 for the Polar Plunge.*



*Brookfield Central involved their Principal to help raise money for their plunge. If they raised over \$1,000 they could "Plunge their Principal". It worked, Brookfield Central raised \$1,215 and participated in the Polar Plunge at the Milwaukee Zoo!*



# Acts of Kindness



## AN AWARD FOR COMMUNITY SERVICE ACTIVITIES

### Purpose

- ◇ To encourage members and chapters to become involved in their school and community
- ◇ To encourage chapters to include community service activities in their strategic plan
- ◇ To foster good relations between DECA and other associations
- ◇ To recognize those outstanding chapters who are bettering their community
- ◇ To recognize individual members for their involvement in chapter community service events

### Description

- ◇ Any chapter who completes the Acts of Kindness form will receive recognition at the District Career Development Conference in January.
- ◇ Individual chapter members can earn the opportunity to be recognized for their outstanding leadership by being entered into the Member of the Month Program.
- ◇ **Chapters that include photos and/or videos will also be recognized on the WIDECA website and social media sites.**
- ◇ When a chapter completes an Act of Kindness, it will be recognized at the State Career Development Conference with a certificate and a ribbon to wear on their name badge. This will be an acknowledgement for giving back in a positive, community service oriented manner through DECA.
- ◇ The award is given to chapters that serve to help, improve or show acts of kindness to any individual, organization, association, group of people or cause that needs and wants support.

### Guidelines

- ◇ As a chapter, choose a group, individual, or cause to support with services and funds.
- ◇ Design and conduct the activity or service. If funds are raised, donate the proceeds to the group or cause **and** report funds raised on *the WIDECA Acts of Kindness ONLINE FORM*.
- ◇ Gain positive publicity for the group or cause and the DECA chapter.
- ◇ Complete the Acts of Kindness online form **within two weeks of the event** and no later than January 30, 2017. You may submit as many forms as needs during the year.
- ◇ Use This Link To Submit Forms: <https://www.formstack.com/forms/?1819285-PO4DqueTs3>
- ◇ Chapters are encouraged to submit Acts of Kindness Events for [DECA Campaign Recognition](#) in addition to state level recognition. Due dates are different; please refer to DECA Campaigns for more information.

### Due Date

***Within Two Weeks of Event and no later than January 30, 2017***

Complete ONLINE FORM. Please include 1-3 jpegs of the event.

# GREAT IDEAS!

## 2015-2016 ACTS OF KINDNESS

*Gibraltar DECA organizes a Thanksgiving Day Parade and Benefit that is held on Thanksgiving in Jacksonport, Wisconsin. The parade attracts a variety of entries and observers. DECA coordinates a 52 (DECA) Deck-a-Card Raffle to raise funds an individual in need or, in this case, an organization that assists families suffering from the effects of cancer. DOOR CANcer, Inc. is a non-profit organization that helps with everything except medical bills. In addition to the raffle, parade participants collect donations along the parade route. This year Gibraltar DECA raised over \$3,000 for DOOR CANcer and in addition sponsored a family in need Christmas gifts.*



*An Act of Kindness does not have to be a BIG event! Your chapter can donate time to help out a great cause (Cardinal Heights adopted a Salvation Army Red Kettle during the holiday session).*

*Reach out to your community and other charitable organizations to see how you can donate your time and talents to helping out a good cause!*



*Be creative and don't forget to promote DECA! It is important to let our communities know that DECA is developing community oriented leaders. Get local media involved and tell them about the activity and definitely promote it on social media.*

*Many of your community service events/activities can get recognition from DECA too! Make sure you submit them for consideration:*

<http://www.deca.org/page/campaigns/>



# 100 Hours Program



## AN AWARD FOR COMMUNITY SERVICE

### Purpose

- ◇ To challenge and encourage members and chapters to become more involved in their school and community
- ◇ To better document community service activities performed throughout the state
- ◇ To challenge and encourage chapters to include community service activities in their strategic plan and calendar
- ◇ To involve DECA members in projects that improve their school, community and state
- ◇ To foster good relations between DECA and the community
- ◇ To recognize those outstanding chapters who are bettering their community through service
- ◇ To recognize individual members for their involvement in chapter community service events

### Description

- ◇ When a chapter completes a *100 Hours Form*, they will be recognized at the State Career Development Conference with a certificate of appreciation. This will be an acknowledgement for giving back in a positive, community service oriented manner through DECA. All chapter members will also receive a recognition ribbon to wear on their name badge.
- ◇ Individual chapter members can earn the opportunity to be recognized for their outstanding leadership by being entered into the Member of the Month Program.
- ◇ **Those chapters that also include photo and/or video documentation will be promoted on the WIDECA Website and social media sites.**

### Guidelines

- ◇ As a chapter, group or individual, choose or design a community service project to conduct.
- ◇ Submit a 100 Hours ONLINE FORM. *100 Hours* may be submitted in combination with *Acts of Kindness* and/or *General Contribution to Charity*. Complete the *100 Hours online form* and include photos or videos **within two weeks of completion of event**. Final date for submissions is January 30, 2017. You may submit as many forms as needed during the year.
- ◇ Use This Link To Submit Forms: <https://www.formstack.com/forms/?1819285-PO4DqueTs3>
- ◇ Promote the event in school and/or community via press releases, news interviews, etc.
- ◇ Chapters are encouraged to submit 100 Hours Events for [DECA Campaign Recognition](#) in addition to state level recognition. Due dates are different. Please refer to DECA Campaigns for more information

### Due Date

***Within Two Weeks of Event and no later than January 30, 2017***

Complete ONLINE FORM. Please include 1-3 jpegs of the event.

# GREAT IDEAS!

## 2015-2016 100 HOURS

*Community members and high school students in Appleton had the opportunity to get a better understanding of the lives of their peers with disabilities by attending “Allies for Inclusion: The Ability Exhibit” which was brought to Appleton North by our DECA chapter. Created by students at Saint Louis University, this is the first time this national touring exhibit was held at a high school. The objective of the exhibit was to have all attendees become an ally for inclusion: a knowledgeable and active participant in the ever prevalent community of those who befriend and nurture individuals with disabilities. DECA members volunteered at the exhibit and promoted it in our school.*



*Once a week after school New London DECA members go to two elementary schools and do fun fitness games and activities with the kids This is called Lace-it-up to Fitness. The kids absolutely love it! We engage the kids not only in fitness activities, but in healthy mentally stimulating activities as well. In addition, 7 New London DECA members went to the New London middle school to teach girls about self-confidence. They painted pumpkins to deliver to our local businesses with encouraging words on them. This really impacted these middle school girls because it built their self-confidence and it also made our local business owners smile. At that age, that is often what girls lack. Routinely doing these “self-confidence” workshops is a great tool to encourage self confidence in girls as they prepare to enter high school.*



*Sun Prairie DECA conducted several activities to reach 100 hours of community service: Miracle Minutes, Powderpuff Football & Volleyball, MDA Muscle Walk, Trick-or-Can, Barnes and Noble Gift Wrapping, and Soup with Santa.*

***Don't forget you can combine all of your events to get 100 hours!***



## General Contribution to Charity



### Purpose

- ◇ To document charitable donations by Wisconsin DECA to recipients (other than MDA)
- ◇ To determine the total amount of charitable donations Wisconsin DECA makes in one year
- ◇ To gather fresh ideas for community service and charitable activities
- ◇ To quickly and simply gather and compile this information

### Description

- ◇ This form is used for reporting and recognition of charitable contributions made by local chapters to the school, community and/or other charitable organizations or causes. This form should be used in combination with the *WIDECA Acts of Kindness Form* for events that raised funds that were donated to charities other than MDA. This form may also be used when any funds are simply donated to charities other than MDA.
- ◇ Individual chapter members can earn the opportunity to be recognized for their outstanding leadership by being entered into the Member of the Month Program.
- ◇ **Chapters that include photos and/or videos will also be recognized on the WIDECA website and social media sites.**
- ◇ When a chapter completes a *General Contribution to Charity Form(s)*, they will be recognized at the State Career Development Conference with a certificate of appreciation. This will be an acknowledgement for giving back in a positive, community service oriented manner through DECA. All chapter members will also receive a recognition ribbon to wear on their name badge.
- ◇ In addition to being an important pride point for WIDECA, the information gained from this initiative can be used in applying for grants that could benefit all of WIDECA.

### Guidelines

- ◇ This ONLINE FORM should be completed if your chapter donates to a charity other than MDA.
- ◇ This recognition should be used in combination with the *WIDECA Acts of Kindness*
- ◇ Complete the *General Contribution to Charity ONLINE FORM* **within two weeks of completion of event**. Final date for submissions is January 30, 2017. You may submit as many forms as needed during the year.
- ◇ Use This Link To Submit Forms: <https://www.formstack.com/forms/?1819285-PO4DqueTs3>

### Due Date

***Within Two Weeks of Event and no later than January 30, 2017***

Complete ONLINE FORM. Please include 1-3 jpegs of the event.

# GREAT IDEAS!

## 2015-2016 GENERAL CONTRIBUTIONS

*Eau Claire North held the Husky Sports Camp for Feed My People Food Bank in December. Grade school students paid \$10 to participate and that included a t-shirt, lunch, and various sports stations. 170+ K-3rd graders tried various sports at 10 different stations operated by North DECA and school athletes. Over \$1,100 was raised for the Food Bank along with over 400 canned/boxed goods. Eleven local businesses also participated with cash donations and gift cards for lunch and t-shirt logos.*

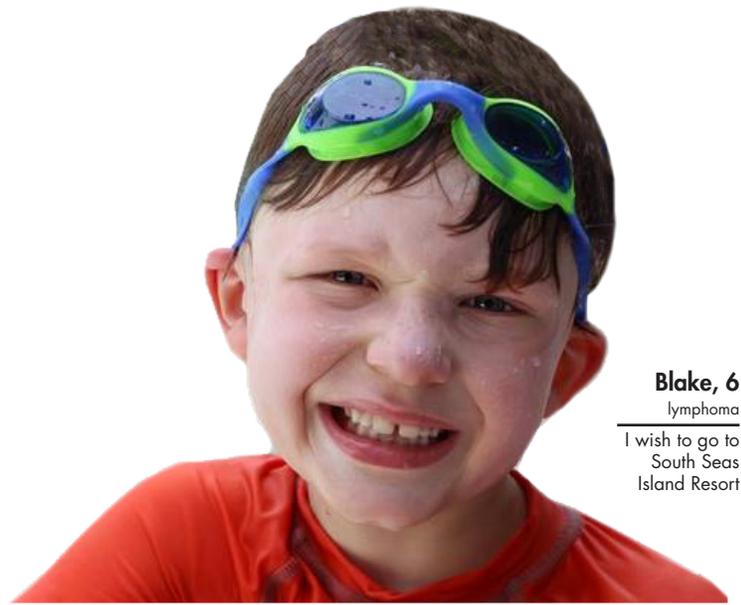


*The members of Port Washington High School DECA sold t-shirts to benefit The Stars and Stripes Honor Flight. Over 500 shirts were sold. The community was united at the annual Port Sixth Man basketball game wearing the shirts. Students were proud to give back and help recognize the veterans.*



*Holmen DECA used their entrepreneurship class to start and run a model store. The model store was called Meltdown. The store ran from December 10<sup>th</sup>-18<sup>th</sup>. Through the school store we were able to donate \$5,000 to a Holmen alumni Tyler Shock. Tyler is currently being treated Hodgkins Lymphoma.*





**Blake, 6**  
lymphoma

I wish to go to  
South Seas  
Island Resort

# YOU CAN MAKE A DIFFERENCE



*Kids For Wish Kids*<sup>®</sup> is a program which provides an opportunity for students to fundraise and help grant wishes to children with life-threatening medical conditions in their community. Students create ideas for fundraisers and then organize and manage them from start to finish, all with the support of a Make-A-Wish<sup>®</sup> Wisconsin staff member. Participating in *Kids For Wish Kids*<sup>®</sup> can be a life-changing experience for all involved.



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In addition to granting wishes, students can expect to walk away with a better understanding of:

Value of Community Service, Volunteerism, Leadership Skills, Money Management, School Spirit, Teamwork and Entrepreneurship

Please contact Kelsey Rice, Community Outreach Coordinator at [krice@wisconsin.wish.org](mailto:krice@wisconsin.wish.org) or **414-763-8357** to begin planning your fundraiser.

[wisconsin.wish.org/k4wk](http://wisconsin.wish.org/k4wk)



# 2016 WISCONSIN DECA STATE WIDE COMMUNITY SERVICE PROJECT



***During the month of October, Wisconsin DECA will promote and hold a state-wide community service project to help feed the hungry.***

In this guide, you will find resources that explain the details of TRICK OR CAN. The resources include a “Steps to Success” guide for the event and a poster template to help you promote the event.

## ***GET READY!***

- Posters and other promotional materials should be set and distributed early in October.
- TRICK OR CAN bags will be distributed by the local chapters the week before their community Trick or Treats to help create awareness of the upcoming event.

## ***DOCUMENTING YOUR EVENT:***

- By October 31<sup>st</sup> all chapters will pick up bags, document their success!
- Please complete the trick or can online form along with a summary of your success
- Chapters wishing to be recognized with name badge ribbons at SCDC 2017, should also complete the ONLINE FORM no later than December 1st.
- By November 15<sup>th</sup> all food/items collected should be distributed to a local food pantry in your community. This event does qualify for other WIDECA recognition as well, don't forget to check Acts of Kindness and/or the 100 Hours on the online form!!

Use This Link To Submit Forms: <https://www.formstack.com/forms/?1819285-P04DqueTs3>



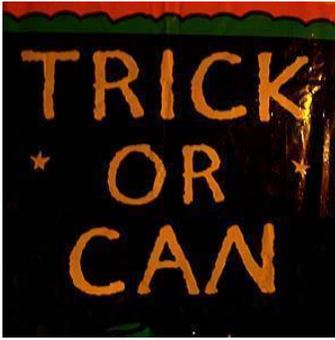
## Steps to Success

<b>1</b>	Appoint your event leadership team to get your chapter excited! It is easier to get your chapter on board to help with the event if they know what it is. Have people who participated last year talk about how much fun they had!	<b>8</b>	ON HALLOWEEN. It's Trick-or-Can day, but before you go crazy collecting food, make sure you are organized! Create and distribute a reminder card with times and location to meet for your team, so that everyone understands where and when to meet.
<b>2</b>	Make a list of job assignments. Encourage new members to sign up and participate.	<b>9</b>	Create a plan to record how many items you will collect.
<b>3</b>	Select local food pantry that your chapter will be donating collected items to.	<b>10</b>	Make sure you have enough help, distribute members throughout the different neighborhoods you gave flyers to.
<b>4</b>	Create promotion plan: decide how and where you will promote your event. (Social Media, Local Media, Flyers, etc.) If you decide to create and distribute a promotion flyer you can use the template included in this guide.	<b>11</b>	Prep your chapter. Remind them how to represent your DECA chapter when communicating with community members. Some chapters wore matching costumes or chapter T-Shirts! DECA Blazers are always appropriate...and WARM!
<b>5</b>	Build up community excitement/awareness. Use your promotional plan. SPREAD THE WORD.	<b>12</b>	Collect non-perishable items from the neighborhoods during trick-or-treating hours.
<b>6</b>	Fill bags with your promotional flyer. This goes much quicker with more available hands so get your chapter members involved!	<b>13</b>	Calculate how many items you have collected and deliver them to the food pantry. Follow up! After the event create a news release to showcase your chapter's success to your community.
<b>7</b>	Distribute bags to your community. About a week prior to Halloween, cover all the neighborhoods your chapter will visit during Trick-or-Treating.	<b>14</b>	Evaluate your performance. Meet with your chapter and discuss what you did well, and what you can improve on for next year!

### REMEMBER to GET RECOGNIZED!

Chapters wishing to be recognized with name badge ribbons at SCDC 2017, should also complete the ONLINE FORM no later than December 1st. Use This Link To Submit Forms:

<https://www.formstack.com/forms/?1819285-PO4DqueTs3>



## ATTENTION: \_\_\_\_\_ COMMUNITY NEIGHBORHOODS



DECA is prominent in Wisconsin having over 10,000 members. DECA incorporates many community service projects into the school year and \_\_\_\_\_ DECA is sponsoring its **annual event "Trick or Can."**



**On October 31<sup>st</sup>, DECA members will be collecting nonperishable food items from \_\_\_:\_\_\_-\_\_\_:\_\_\_ p.m.** The food collected will be donated to a selected local food shelter. **If you are interested in donating, the plastic bag attached is for nonperishable items.** Please help our effort as much as you are able and anything is appreciated. If you will not be home you can leave your donation items in the provided bag on your doorstep. We will see you on October 31! Thank you!



DECA members become:

- **ACADEMICALLY PREPARED** for college and careers in marketing, finance, hospitality or management
- **COMMUNITY ORIENTED** by gaining an appreciation for the benefits of service and their potential impact on the community and world
- **PROFESSIONALLY RESPONSIBLE** with ethics, integrity and high standards
- **EXPERIENCED LEADERS** by practicing key leadership skills such as goal setting, consensus building and project management

*Any additional questions please contact Gabby Every at:*

[widecacommunityservice@gmail.com](mailto:widecacommunityservice@gmail.com)



# GREAT IDEAS!

## WI DECA Traffic Safety Project



## Appleton North High School

### Campaign Objectives

- Raise awareness about the issue of texting and driving in our community
- Inspire members of our community to refrain from texting and driving

### Wrecked Vehicle Display

We displayed a destroyed car to show the effects of texting and driving.

### Pledge Drives

We created a safe driving pledge for people to record their dedication.

### Safe Driving Night

We hosting a Safe Driving Night to gain media attention and expand community reach.

### Social Media

We posted frequently to inform our target market about upcoming events.

### News Media

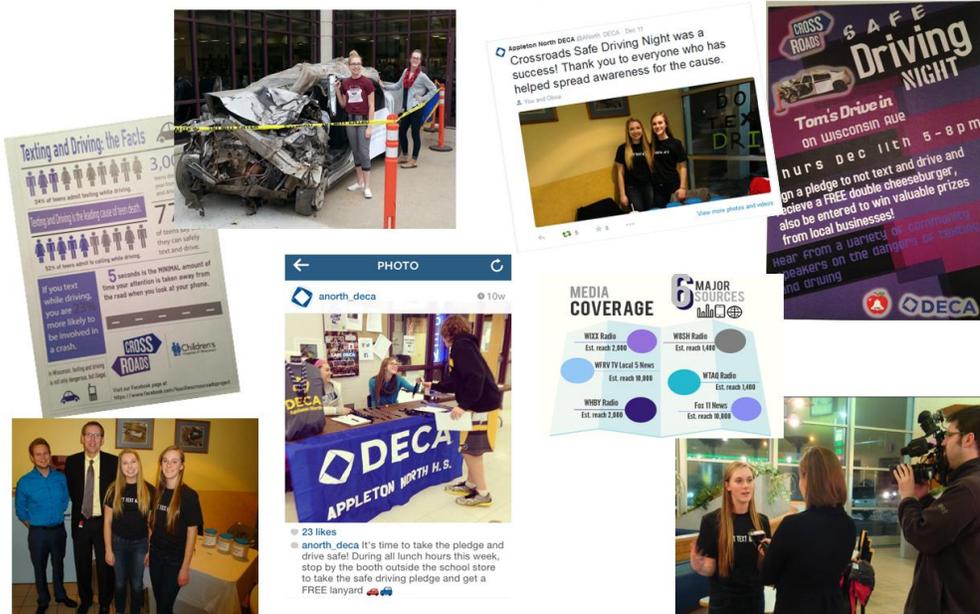
We contacted several media sources to increase awareness in our community.

### Evaluation & Recommendation

We effectively promoted safe driving to our target market by utilizing unique marketing tactics. For the future, we recommend ensuring strong communication with businesses and incorporating many facets of the school and community.



## Appleton North



# MEDIA RELEASE

## Contact Information:



**For Immediate Release**

(Name)  
(Phone)  
(Email)

(Title of Event)

(Body of Article)  
*\*Be sure to include the WHO, WHAT, WHEN, WHERE, WHY\**

(Make it personal! SELL the EVENT!!!)  
*\*Include quotes from students, advisors, other people related to the event, and other personal stories that will help people relate to the event and see the impact it made!\**

(About DECA and/or Bio Information)  
*\*You can use this text below or make it more personal for your chapter activity\**

With over a 65-year history, DECA has touched the lives of more than ten million students, educators, school administrators and business professionals since it was founded in 1946. DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. DECA extends the teaching and learning of National Curriculum Standards in four career clusters: Marketing, Finance, Hospitality & Tourism and Business Management & Administration. DECA prepares the next generation to be academically prepared, community oriented, professionally responsible and experienced leaders.

(Include Photos!)

(Include Photos!)

(Include Photos!)



***DECA is a co-curricular student organization. This means that DECA has aligned its comprehensive learning program with the national curriculum standards. It makes sense to incorporate DECA projects into the classroom as learning tools. This next section of our Community Service Project Guide will provide a complete activity that chapter advisors could execute in the classroom. Chapters can use this resource to engage students in the classroom in a community service project...working smarter...not harder!***



# HIGHLIGHT ACTIVITY

## TITLE:

Chapter Community Service Plan

## OBJECTIVE:

To evaluate how to engage students in the classroom in a community service project.

## NUMBER OF PARTICIPANTS:

Small groups of two to four

## MATERIALS:

Student activity  
Poster paper  
Post-It Notes  
Writing utensil and markers

## PROCEDURES:

Groups of two to four:

1. Discuss why community service is important in today's society and economy. Record your answers on your Post-It Notes.
2. Review the student activity: Community Service Plan
3. Discuss how you can integrate this activity into your classroom instruction and engage every student. Record your ideas on your Post-It Notes.
4. Discuss other ways you can use this activity to support your DECA chapter activities. Record your ideas on your Post-It Notes.
5. Share with the whole group one way you will engage every member with this activity.



## **CHAPTER COMMUNITY SERVICE PLAN**

### **INSTRUCTOR INFORMATION**

This activity has been designed to incorporate Common Core Standards and 21<sup>st</sup> Century Skills with DECA's Comprehensive Learning Program. The objectives listed are reiterations of the Performance Indicators found in the Marketing Cluster and Communications instructional Area.

#### **COMMON CORE STANDARDS**

*English Language Arts & Literacy:* Conduct short as well a more sustained research projects based on focused questions, demonstrating understanding of the subject under investigation.

#### **21<sup>st</sup> CENTURY SKILLS**

- Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal.
- Interpret information and draw conclusions based on the best analysis.
- Set goals with tangible and intangible success criteria.
- Act responsibly with the interests of the larger community in mind.

#### **OBJECTIVES:**

- Identify sources that provide relevant, valid written information
- Organize information using provided forms
- Demonstrate active listening skills
- Ask relevant questions
- Defend ideas objectively
- Participate in group discussions
- Make an oral presentation

#### **MATERIALS NEEDED:**

- Computer with Internet access to charitable organization sites
- Charitable Organization Proposal form (2 per small group)
- Community Service Action Plan form (3 per large group)
- Writing utensils

**TIME:** 60 - 90 minutes



## CHAPTER COMMUNITY SERVICE PLAN

### STUDENT ACTIVITY

You have been asked to develop a community service project in which all of your chapter members will participate. You will work in small groups with four to six members to brainstorm organizations that will benefit from your DECA chapter's involvement. Choose two charitable organizations to present to the larger group.

In small groups:

- Research charitable organizations and choose two to present.
  - Complete the Charitable Organization Proposal form for each organization your group plans to present.
- Present your proposals to the larger group (all group members must participate in the oral presentation).

As a larger group:

- Discuss all proposals and choose three (3) organizations in which to develop an action plan for chapter member involvement.
- Use the Community Service Action Plan form to complete your activity.
  - Be sure to consider how you will involve all of your chapter members.
  - Be sure to consider how you will promote and publicize your activities and involvement.



## CHARITABLE ORGANIZATION PROPOSAL

Name of charitable organization: \_\_\_\_\_

Organization address: \_\_\_\_\_

Organization phone & web address: \_\_\_\_\_

Point of contact (name, email): \_\_\_\_\_

Who does this organization serve and what is its mission? \_\_\_\_\_

\_\_\_\_\_

What time of year is support most needed? \_\_\_\_\_

Describe briefly how your DECA chapter can support this organization and what the benefits would be to both your chapter members and the organization.

\_\_\_\_\_

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## CHAPTER COMMUNITY SERVICE ACTION PLAN

Name of charitable organization: \_\_\_\_\_

Description of support planned: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Ultimate goal or objective/outcome: \_\_\_\_\_

\_\_\_\_\_

List and describe activities, dates/timeline for each, and the number of members needed to support the activity:

- Activity: \_\_\_\_\_

- Description: \_\_\_\_\_

- Dates: \_\_\_\_\_/Number of members needed: \_\_\_\_\_

- Activity: \_\_\_\_\_

- Description: \_\_\_\_\_

- Dates: \_\_\_\_\_/Number of members needed: \_\_\_\_\_

- Activity: \_\_\_\_\_

- Description: \_\_\_\_\_

- Dates: \_\_\_\_\_/Number of members needed: \_\_\_\_\_

- Activity: \_\_\_\_\_

- Dates: \_\_\_\_\_/Number of members needed: \_\_\_\_\_

*Use the back of this form if more space is needed for more activities.*

List one method of promotion: \_\_\_\_\_

List one form of publicity: \_\_\_\_\_



## EVALUATION RUBRIC

You will be evaluated on your ability to include the specific information that is requested in the assignment.

The evaluation levels listed below will be used to evaluate your assignment.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Student demonstrated the objective in an extremely professional manner; greatly exceeds business standards.
Meets Expectations	Student demonstrated the objective in an acceptable and effective manner; meets at least minimal business standards.
Below Expectations	Student demonstrated the objective with limited effectiveness; performance generally fell below minimal business standards.
Little/No Value	Student demonstrated the objective with little or no effectiveness; a great deal of formal training would be needed immediately.



Student Name \_\_\_\_\_

**EVALUATION RUBRIC**  
**CHAPTER COMMUNITY SERVICE PLAN**

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Score
<b>DID THE STUDENT:</b>					
1. Identify sources that provide relevant, valid written information?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Organize the information using the provided forms?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Demonstrate active listening skills?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Ask relevant questions?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Defend ideas objectively?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Participate in group discussions?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Make an oral presentation?	10-9	8-7	6-5-4	3-2-1-0	_____
	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Score
8. Organization of ideas	10-9	8-7	6-5-4	3-2-1-0	_____
9. Professionalism	10-9	8-7	6-5-4	3-2-1-0	_____
10. Overall impression of the proposals	10-9	8-7	6-5-4	3-2-1-0	_____
				<b>TOTAL SCORE</b>	_____