

PLAN OF  
**ACTION** 



# WHAT IS THE PLAN OF ACTION»?»?

The Plan of Action (POA) was developed with our members in mind. With the completion of the POA, chapters will enhance their chapter, provide opportunities to members, and make an impact in their community. The Plan of Action consists of four sections, based off of the four sides of the DECA Diamond: Member/Chapter Development; Promotion, Community Service, and Charity.

Based on your level of completion, there are three different incentive levels. The levels and prizes can be found on page 8. The chapters that fulfill the requirements of "A-List" status, and that raise money for the "Leukemia & Lymphoma Society" will be placed into the running for the annual "PA DECA CUP" . The chapters that fulfill the requirements of "Platinum Record" status, and that raise money for any charity other than the State Charity, will be placed into the running for the "Helping Hands Award" .

In the case of multiple chapters reaching "A-List" status, the winners of the PA DECA Cup and the Helping Hands Award will be determined by the highest average donation amount per member from each contending chapter.

# MEMBER/CHAPTER ACTIVITIES»»

## *Academically Prepared:*

Helping your chapter learn and grow

### 1. Host a DECA Fundraising Activity

- Host a fundraiser where the money raised goes towards chapter members

Ex. Selling Otis Spunkmeyer cookies

### 2. Organize a Study Session

- Schedule a minimum of 5 study sessions for competition preparation

Ex. Practice Role-Plays/Exams

### 3. Attend Additional DECA Conferences

- Have at least one chapter member attend a DECA conference other than Districts, States, or Internationals

Ex. Career Day with the 76ers, Smeal Entrepreneurship

### 4. Educator/Professional Presentation

- Have a business professional visit a business class or DECA meetings to present about their job

Ex. Have a retail manager discuss their career and operations

# PROMOTION»»

*Experienced Leaders:*

Promote DECA in your school/community

## 1. Present to Incoming Freshmen/Middle School Students

- Create a presentation about DECA and present to prospective members  
Ex. Give a PowerPoint presentation to business classes

## 2. Promote to Local Businesses

- Promote DECA to businesses in your community  
Ex. Schedule a meeting with a local business owner to discuss DECA programs, conferences, and competitive events

## 3. Participate in DECA Month Activities (November)

- Plan and execute at minimum 5 days of DECA activities  
Ex. Plan a 'Dress for Success' day, host a DECA fundraiser in November, set up a DECA Scavenger Hunt

## 4. Host a DECA Booth

- Host a booth/table at an event (community day, dance, and/or other school activity) to promote and explain DECA  
Ex. Host a booth at your homecoming tailgate

# COMMUNITY SERVICE »

## *Community Oriented:*

Chapters must be involved with community service activities throughout the year

Community service events are events that volunteer time. Charity money raised is not part of the community service section. The following activities are only suggestions of possible community service activities. If you have an idea for a community service event and you are unsure whether it will count, please email Katia Ternopolska ([katia.ternopolska@padeca.org](mailto:katia.ternopolska@padeca.org)) for approval.

Chapters must complete a certain number of community service activities to fulfill the requirements for this section. Please see the attached “Plan of Action Reward Levels” for exact community service requirements to complete each level of the Plan of Action.

Ex. Adopt a highway/litter control; organize a community cleanup day; volunteer at local organizations; collect items for those in need; host a community fundraiser

# CHARITY»»

## *Professionally Responsible:*

Chapters must raise money for a charitable organization

In order to be placed in the running for the PA DECA Cup, you must raise money for our state charity “Leukemia & Lymphoma Society” . Chapters who raise money for a charity other than “LLS” will be placed in the running for the Helping Hands Award. Total charity money raised, including both MDA and outside charities, will be used to calculate completion of the Plan of Action.

Please see the attached “Plan of Action Reward Levels” for exact donation requirements to complete each level of the Plan of Action.

Ex. Host a bake sale at a school football game; host a car wash to raise money; have a business sponsor match money raised by chapter.

# ALTERNATIVES

Every chapter is unique and we understand that not all chapters will be able to complete every activity. If your chapter does not complete an activities in the Member/Chapter Activities or Promotion sections, you may replace it with one of the following 4 activities. These activities **cannot** be used to replace the Community Service or Charity sections.

## 1. Social Media Promotion Plan

- Maintain a Twitter, Facebook, Instagram, or other social media for your chapter by posting at least once a week  
Ex. Create a Twitter account for your chapter

## 2. Increase Alumni/Professional Membership

- Enroll 5 or more alumni or professional members  
Ex. Encourage 2016 graduate to become alumni members

## 3. Participate In a Job Shadow

- Have at least once chapter member shadow a business professional and present their experience to the chapter  
Ex. Business Finance event member shadows an accountant

## 4. Participate In Online PA DECA Meetings

- Have at least one chapter member participate in 3 or more PA DECA video meetings throughout the school year  
Ex. Attend monthly Presidents Council Hangouts

# PLAN OF ACTION REWARD LEVELS

**C-List:** Complete 2 goals in each section, 1 community service event, and donate \$3 per member

- Certificate for all participating chapters
- Pretzel Party for all chapter members attending States



**B-List:** Complete 3 goals in each section, 2 community service event, and donate \$4 per member

- Certificate for all participating chapters
- Pretzel Party for all chapter members attending States
- Director Clapper Photo Frame for all chapter members attending States



**A-List:** Complete 4 goals in each section, 3 community service event, and donate \$5 per member

- Certificate for all participating chapters
- Pretzel Party for all chapter members attending States
- Director Clapper Photo Frame for all chapter members attending States
- VIP Movie Party for all chapter members attending States





# VERIFICATION FORM

Please verify the achievement of the previously stated goals by recording the date that each goal has been completed. To help with the verification process, please provide a description of each goal accomplished by attaching a brief summary of the event and photographic documentation, if applicable (or any other sort of documentation necessary). The Plan of Action must be submitted via the online submission link found on [padeca.org](http://padeca.org), mailed to the address below, or emailed to Katia Ternopolska at [katia.ternopolska@padeca.org](mailto:katia.ternopolska@padeca.org) by Friday, January 20<sup>nd</sup>, 2017. Please send check payable to "Leukemia & Lymphoma Society" to Katia Ternopolska at:

**Plymouth Whitemarsh High School, Attn. Megan Carragher, DECA Advisor,  
201 E. Germantown Pike, Plymouth Meeting PA 19444**

Form can be located on the following page



PENNSYLVANIA

DECA

PLAN OF

ACTION»»

# VERIFICATION FORM

## Member/Chapter Activities

## Date Completed

- Host a DECA Fundraising Activity
- Organize a Study Session
- Attend Additional DECA Conferences
- Educator/Professional Presentation

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## Promotion

- Presentation to Students
- Promote to Local Businesses
- Participate in DECA Month Activities
- Host a DECA Booth

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## Alternatives

- Social Media Promotion Plan
- Increase Alumni/Professional Membership
- Participate in a Job Shadow
- Participate in Online PA DECA Meetings

(15-16 Membership #)

(16-17 Membership #)

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**Community Service** (please describe the event and provide the date)

- Event 1:

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- Event 2:

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- Event 3:

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**Charity**

**Please Provide Exact  
Numbers**

- Total Chapter Membership (as of Nov 15 2016)

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- Total Amount Raised for State Charity

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Per person (PA DECA Cup Tiebreaker)

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- Total Amount Raised for Outside Charity

Per person (Helping Hands Award  
Tiebreaker)

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- Total Amount Raised for Any Charity

Per person (Used for Overall POA  
Recognition)

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Chapter Name

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Chapter President Signature

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Chapter Advisor Signature

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School Official Signature