



Create a video answering “Why DECA?” Share your journey, show DECA’s impact on your life, and inspire others to join using your story and voice.

## Deadline

Sign up by  
**July 30, 2025**



## Out-of-town entries

Mail to Idaho DECA by  
**Aug. 15, 2025**

**No late entries accepted.**

## All others

Drop off at fairgrounds  
**Aug. 23, 8–10:30 a.m.**  
to get your fair entry ticket



## Requirements

- ☐ **Length:** 1 to 2 minutes
- ☐ **Content:** Must include:
  - Why you joined DECA
  - How DECA has impacted you personally and professionally
  - Why you think others should join
- ☐ **Tone:** Positive, authentic, and reflective
- ☐ **Format:** MP4 or YouTube/Vimeo link
- ☐ **Credits:** Include your name, school/chapter name at the end

## Reminders

- Keep it school-appropriate
- Speak clearly and confidently
- Be yourself! Genuine stories make the strongest impact

## Ideas to include

- Favorite DECA memory or event
- Leadership opportunities you’ve had
- Skills you’ve developed
- Friendships or connections you’ve made
- Career inspiration or goals

## POINTS



CRITERIA	EXCELLENT	GOOD	FAIR	POOR
Personal impact and reflection	Clearly and powerfully explains how DECA has impacted the student's growth and goals.	Personal story is present and relevant, though not deeply explored.	Some personal impact mentioned but not well developed.	Little to no reflection on personal experience.
Persuasiveness	Strong, genuine encouragement for others to join DECA; compelling and inspiring.	Encourages others to join with decent support.	Message is somewhat persuasive, lacks strong reasons.	Weak or unclear encouragement to join.
Clarity of message	Central message is clear, focused, and well-articulated.	Message is understandable, with minor clarity issues.	Message is somewhat scattered or vague.	Difficult to understand or lacks focus.
Enthusiasm and passion	Shows strong energy and authentic passion for DECA.	Generally enthusiastic and positive.	Slightly flat or rehearsed delivery.	Little emotion or connection to the topic.
Structure and organization	Well-structured intro, body, and conclusion; smooth flow.	Mostly organized with clear progression.	Choppy or uneven structure.	Disorganized or confusing.
Creativity and presentation	Creative, original approach that reflects the student's personality or vision.	Some creative elements used effectively.	Minimal creativity; standard approach.	Lacks creativity or effort in presentation.
Audio and video quality	Clear visuals and audio; easy to hear and see.	Mostly good quality with a few distractions.	Some issues with clarity or background noise.	Poor audio/video makes content hard to follow.
Length and timing	1–2 minutes; concise and effective.	Within or close to time frame.	Slightly too short or long; may feel rushed or drawn out.	Too short or too long; lacks time awareness.
Language and delivery	Confident, polished delivery with clear voice and appropriate tone.	Mostly confident; some filler or awkward pauses.	Uneven delivery; unclear or monotone.	Unclear, rushed, or disengaged speaking.



## Judging criteria

CATEGORY	POINTS
Personal impact and reflection	10
Persuasiveness	10
Clarity of message	10
Enthusiasm and passion	10
Structure and organization	10
Creativity and presentation	10
Audio and video quality	10
Timing	10
Language and delivery	10
Total	90



## Prizes and recognition

- Potential placement at the Western Idaho State Fair

## Your story matters.

Let your DECA “Why” be someone else’s “Why join?”

