

MONTHLY MEMOS

THE OFFICIAL NEWSLETTER OF IDAHO DECA



Welcome to the Idaho DECA Monthly Newsletter!

Each month, Team 63 will update all of Idaho on current and upcoming events and share useful tips and tricks related to DECA! Although the spring DECA activities have been canceled, Team 63 is very excited to meet the new chapter officers at BASIC Training in the fall!

Twin Falls: September 23-24, 2020

Idaho Falls: September 21-22, 2020

Boise: October 6-7, 2020 (subject to change)

Coeur d'Alene: October 4-5, 2020

As the dates approach, we will release more information regarding BASIC.

BASIC Training stands for Building and Achieving Success in Idaho Chapters. This is an excellent opportunity for chapter officer teams to plan for the school year and learn useful leadership skills that will positively impact their high school chapter. BASIC will also give Team 63 the chance to meet with chapters one on one and discuss how we can best aid each chapter in reaching their DECA goals. We highly encourage all chapter officers to attend and can't wait to meet everyone in the fall!

Chapter Growth

BY DANIEL BRERETON

Chapter Growth follows directly along the lines of DECA's Guiding Principles...specifically the objective to continually impact and improve local and broader communities which surround DECA members. By increasing Chapter Membership, DECA's impact on communities is also increased.

Gaining members is both an easy and complicated task, however, the process of growing membership can be simplified by adapting a Sales Funnel model to the task at hand. Sales Funnels are frequently employed in business to push prospective browsers to become customers. The same thing can be done to potential members. DECA provides irreplaceable knowledge and opportunities to its members, making it easy to display benefits which appeal to broad audiences. Benefits and activities of DECA participation can be shared over social media to effectively reach potential members and increase awareness of DECA activities.

SAVING MONEY

BY CAROL MORRISON

I started working as soon as the law would let me, all I've ever wanted was my own money and to be able to buy what I wanted. I have been lucky enough to have parents who showed me the importance of saving money. My first job every cent I made was put into a savings account for me to pay for a trip to France. After that every pay check was cut in half. Half was put into a checking account which is my debit card and was otherwise known as "spending money".

The other half would be put into a savings account and would only be used if completely necessary. The point of saving your money is to build a barrier for yourself. Life is unpredictable and you really never know what is going to happen. It is really nice to be able to buy what you want and use your money for yourself but learning how to save your money and build that savings account will greatly help your future investments and goals.

MARKETING NEWS

BY JACE HARRIS

This past month Idaho DECA created a Tik Tok account! We are using this platform to help Idaho DECA members be able to interact more with their officers! We'd love for you to follow us @ID_DECA! Also, this month expect to see officer takeover on Instagram, where members and staff can ask us officers questions you would like to know and we will be posting answers on the Instagram story!

Each month, Idaho DECA will announce a Member Of The Month to celebrate our extraordinary members. If you know a fellow DECA member worthy of this recognition, go to the Idaho DECA Instagram or website to access the link. June's Member Of The Month was Jayden Sprik from Vallivue High School!



Happy FATHERS DAY



Back To School Membership Tips

BY SYDNEY MCROBERTS

Do you want to expand your chapter membership? We want to help you! A great way to grow your chapter is by setting up a table at school registration and football games. This does more than just help sign people up for your chapter, it helps with exposure to your community as well! Make posters, create stickers (if you have it in your budget) and let people know why they should join DECA. You could also use this as an opportunity to get sponsorships and expand your budget. Do you feel like you can't do it by yourself? Direct message Idaho DECA on Instagram or one of the state officers and we will walk you through ideas as well as assist you in making concrete plans that will work for your community. For more ideas check the link in the Idaho DECA Inc. instagram profile.