When considering a revenue strategy, it is beneficial to think through how all factors come into play. This will help determine the fundraising activities and strategies that are the best fit for your school, chapter, and members.



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|  | **LOCAL ADVOCACY STRATEGY** |
|  | TIP #1Promote contributions your DECA chapter makes to the community. | TIP #2Communicate consistent, positive, and timely DECA branded messages. | TIP #3Send thank you letter and picture of your chapter to policy makers. |
|  | IDEAS AND RESOURCES |
|  |  |
|  | FUNDRAISING FACTORS |
|  | MEMEBERS REQUIRED | Crew of a few | Meet in the middle | All hands on deck! |
|  | DEGREE OF DIFFICULTY | So easy a caveman can do it! | Great members can do it! | Great leaders can do it! |
|  | START UP CAPITAL NEEDED | Little to none | Moderate | Significant |
|  | TIME HORIZON | Immediate return | Mid-term return | Long-term return |
|  | FUN FACTOR | Boring | Bliss | Blockbuster |
|  | PAYOFF POTENTIAL | Bronze | Silver | Gold |



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|  | **PERSONAL SELLING STRATEGY** |
|  | TIP #1Revisit “old-school” favorites with a “creative twist.” | TIP #2Check the calendar and ensure school approval. | TIP #3Consider your competition—be unique! |
|  | IDEAS AND RESOURCES |
|  |  |
|  | FUNDRAISING FACTORS |
|  | MEMEBERS REQUIRED | Crew of a few | Meet in the middle | All hands on deck! |
|  | DEGREE OF DIFFICULTY | So easy a caveman can do it! | Great members can do it! | Great leaders can do it! |
|  | START UP CAPITAL NEEDED | Little to none | Moderate | Significant |
|  | TIME HORIZON | Immediate return | Mid-term return | Long-term return |
|  | FUN FACTOR | Boring | Bliss | Blockbuster |
|  | PAYOFF POTENTIAL | Bronze | Silver | Gold |
|  | **PARTNERSHIP STRATEGY** |
| ../../../../Icons/Partnerships.jpg | TIP #1Demonstrate credibility. | TIP #2Understand the needs of your target partners. | TIP #3Identify your network and make the invitation. |
|  | IDEAS AND RESOURCES |
|  |  |
|  | FUNDRAISING FACTORS |
|  | MEMEBERS REQUIRED | Crew of a few | Meet in the middle | All hands on deck! |
|  | DEGREE OF DIFFICULTY | So easy a caveman can do it! | Great members can do it! | Great leaders can do it! |
|  | START UP CAPITAL NEEDED | Little to none | Moderate | Significant |
|  | TIME HORIZON | Immediate return | Mid-term return | Long-term return |
|  | FUN FACTOR | Boring | Bliss | Blockbuster |
|  | PAYOFF POTENTIAL | Bronze | Silver | Gold |



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| --- | --- |
|  | **EVENTS + ACTIVITIES STRATEGY** |
|  | TIP #1Plan ahead. | TIP #2Work together as a team. | TIP #3Get educated about DECA incentive programs and activities. |
|  | IDEAS AND RESOURCES |
|  |  |
|  | FUNDRAISING FACTORS |
|  | MEMEBERS REQUIRED | Crew of a few | Meet in the middle | All hands on deck! |
|  | DEGREE OF DIFFICULTY | So easy a caveman can do it! | Great members can do it! | Great leaders can do it! |
|  | START UP CAPITAL NEEDED | Little to none | Moderate | Significant |
|  | TIME HORIZON | Immediate return | Mid-term return | Long-term return |
|  | FUN FACTOR | Boring | Bliss | Blockbuster |
|  | PAYOFF POTENTIAL | Bronze | Silver | Gold |