

Topic: Fund-raising through the Curriculum

Advisor: John Bucci

School: Arvada High School, Colorado

Looking for good ideas for fund-raising? All successful DECA chapters need to raise funds for their many trips and activities. Yet John Bucci gave up fund-raising years ago. As a result, his chapter raises more money and has more members participating in DECA events than they did before. How could that be?

Bucci has adopted a new, educative approach to the nagging problem of money for chapter activities. He incorporates a real sales project into his regular marketing curriculum as a lab project. Students sell a useful product, in this case Christmas and all-occasion cards, but they do so in conjunction with their classroom studies, relating their sales efforts to standard marketing concepts such as distribution and logistics.

Parents and students alike understand the connection between the actual sales project and the classroom material. As with any good lab activity, this project brings the curriculum to life by involving students in a concrete way.

Funds earned in the card sales go into each student's individual DECA account to be used for chapter activities. Having funds available creates a powerful incentive for members to get involved—at least part of the cost of a conference or field trip is already accomplished. In the final analysis, the large Arvada DECA chapter of 130 members achieves 100% participation in the sales project and has more members taking advantage of DECA events beyond the classroom.