

DECA is partnering with the National Pediatric Cancer Foundation (NPCF) for a Cause Marketing/Fundraising challenge. This partnership will support NPCF's mission by engaging all members with future business career goals to make a difference within their community. We are challenging the DECA members to get creative and create the next big fundraising campaign.

Social Impact Leader of Tomorrow Challenge

- DECA chapters participate to develop a creative and unique fundraising campaign to benefit the National Pediatric Cancer Foundation.
 - Must include:
 - NPCF branding (sun logo, orange and yellow, and/or our mission of funding research)
 - A group fundraising activity (in accordance with school policies)
 - Keep it uplifting, supportive, and hopeful
 - Social media component (think viral challenge)
- Deca members must create and submit a 3–4-minute video explaining fundraiser and provide proof of concept by executing their fundraiser.
 - Extra scoring points and NPCF initiatives will be given to the teams that raise the most money
- NPCF team will judge and score submissions
 - Prize money will be awarded to the top 3 teams to cover travel expenses to the international conference

Community Service Campaign:

- NPCF will be highlighted as a national charity to partner with to meet your community service requirement.
- Fundraise and partner with NPCF for Childhood Cancer Awareness and Research
- You can also use our Social Impact Leader Challenge to complete your community service requirement as well. (2 for 1)

Go to our DECA landing page to learn more www.nationalpcf.org/DECA