DECA — Marketing, Leadership & Community Impact

Students Helping Communities | Community Safety Initiative

Putting Marketing and Leadership Skills to Work

Effective communication can introduce good ideas, build awareness, and inspire people to take positive action.

The **Community Safety Initiative** gives local DECA chapters an opportunity to apply marketing, entrepreneurship, and leadership skills to a real-world community-awareness effort.

Through educational Bandana-Guides and locally supported Community SafetyNets, students can explore how thoughtful communication helps connect a product, a community purpose, and the people who benefit.

How DECA Students Can Participate

With their advisor's approval, students can:

- Review ready-made promotional messages and discuss their effectiveness.
- Help communicate the Initiative's safety and community-benefit messages.
- Explore audience selection, branding, and community engagement.
- Share approved materials through school or community communication channels.

How the SafetyNet Works

Bandana-Guides are purchased online at **www.Bandana-Guide.com**.

For each regularly priced $19.95 Guide, $8 supports the designated Community SafetyNet, while $2 is available to the participating Community Partner, DECA, which may choose to contribute that share to the SafetyNet.

The SafetyNet is intended to provide one-time emergency assistance to community members facing unexpected hardships.

Students can explore how clear messaging helps people understand the connection between a purchase and its local community benefit.

A Simple Way to Begin

Select a ready-made social post, email, or flyer from the School Resource Center. With advisor approval, adapt and share it through an authorized channel—email, social media, etc.

No sales quotas. No collecting money. No inventory to manage.

Just DECA students putting communication and leadership skills to work for their communities.

Participation is subject to school and advisor approval. This resource does not imply national DECA endorsement.

Learn more: www.Bandana-Guide.com