



DIAMOND FUNDRAISING MODEL

Just like businesses with financial growth plans, DECA chapters also need to create financial plans that support forecasted expenses, identify possible revenue sources, and diversifies access to financial resources. Unleash your fundraising potential and learn valuable business financial principles through the DECA Diamond Fundraising model!

DIAMOND FUNDRAISING MODEL

WHAT IS THE DECA DIAMOND FUNDRAISING MODEL?

The DECA Diamond Fundraising Model is the formula for an effective chapter fundraising plan. Having a plan is important because it defines direction, changes the shift from “reactive” fundraising to “proactive” fundraising, and encourages involvement by the entire chapter. The model includes four areas that make up the fundraising mix: local advocacy, partnerships, personal selling, and events and activities. A fundraising plan that incorporates all four areas ensures diversity and creativity in the ways funds and resources are raised for the chapter.



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DETERMINING YOUR DIAMOND FUNDRAISING MIX

Instructions: Complete the fundraising mix exercise. Use this worksheet to estimate financial figures and help guide your chapter in the first phase of fund development planning. A more detailed fundraising mix and budget may be prepared with your local chapter and advisor using historical financial figures for a more accurate budget for the upcoming year.

STEP 1: EXPENSES—How much does your chapter need to raise?



TOTAL EXPENSES

STEP 2: REVENUE—Chapter Income Strategies



PROFESSIONAL SELLING

Membership Dues	\$ _____
Member/Family/Parent Contributions	\$ _____
School-Based Enterprises	\$ _____
DECA Partner/Vendor Fundraisers	\$ _____



LOCAL ADVOCACY

School Support	\$ _____
Grants	\$ _____



PARTNERSHIPS

Advertisements/Promotions	\$ _____
In-Kind Contributions	\$ _____
Contributions from Industry Sponsors	\$ _____



EVENTS + ACTIVITIES

Incentive/Top Performance Activities	\$ _____
Special Events	\$ _____

TOTAL REVENUE \$ _____



NET INCOME

The Bottom Line! In finance, calculating net income, also known as the bottom line or profit margin, is one metric used to measure financial success of a business. DECA chapters model business financial measures by creating chapter budgets and identifying the bottom line by using the net income formula: Revenue - Expenses = Profit Loss.

DIAMOND FUNDRAISING FACTORS

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.



LOCAL ADVOCACY STRATEGY

TIP #1 Promote contributions your DECA chapter makes to the community.	TIP #2 Communicate consistent, positive, and timely DECA branded messages.	TIP #3 Send thank you letter and picture of your chapter to policy makers.
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IDEAS AND RESOURCES

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FUNDRAISING FACTORS

MEMBERS REQUIRED	Crew of 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



PERSONAL SELLING STRATEGY

TIP #1 Revisit "old-school" favorites with a "creative twist."	TIP #2 Check the calendar and ensure school approval.	TIP #3 Consider your competition—be unique!
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IDEAS AND RESOURCES

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DIAMOND FUNDRAISING FACTORS



PARTNERSHIP STRATEGY			
TIP #1 Demonstrate credibility.	TIP #2 Understand the needs of your target partners.	TIP #3 Identify your network and make the invitation.	
IDEAS AND RESOURCES			
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EVENTS AND ACTIVITIES STRATEGY			
TIP #1 Plan ahead.	TIP #2 Work together as a team.	TIP #3 Get educated about DECA incentive programs and activities.	
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