

2026-27 Membership Campaign: Next Big Thing



The **NEXT BIG THING** is not just about what's coming - it's about who will create it.

Every breakthrough, innovation and movement starts with someone bold enough to pursue it. This year, DECA challenges its members to look beyond what exists today and focus on what's possible tomorrow. The **NEXT BIG THING** is already taking shape in the minds of DECA members across the country. From innovative chapter campaign ideas and new ways to conquer DECA's Competitive Events programs, to discovering your leadership potential and implementing new strategies to your School-Based Enterprise, DECA members are ready to turn possibilities into progress.

Are you ready to challenge the status quo and define the future?

What's your **NEXT BIG THING**?