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The heartbeat of BBYO has always been in its recruitment efforts, in the past year I helped recruit and retain 11 new members, with the majority being 8th graders. Two years ago, while serving as godol of Exodus, we had the largest boys chapter in the region in terms of enrollment. Unfortunately, this did not translate to our events. This was due to our programming mainly focused on recruiting and retaining new members and less on maintaining our existing membership, and as a result, the older members were not engaged as much and stopped coming. While the key to getting new members is programming, the key to retaining them is personal relationships based on common interests and identification with the people and values that chapter portrays. Programming is only the first step in building a chapter it can only get you so far with getting people in the door. To get both recruits and valued members to consistently attend, they need to be socially engaged and bond in a way that they want to see their fellow BBYO members every week.

I believe that it is so important to do social outings as a group. By doing this it will help to ensure that everyone is socially interacting together, not just coming for the programs and leaving. We want members to come to see friends and do the programs together. By creating joint programming it could ensure that regardless of the program members will still want to come to see their friends even if they are not 100 percent into the program. They would still want to be there because that is where the people they want to be around are.

On the chapter level, It is essential to expand our programming from once a week to include more informal events such as meeting up at a park and throwing a football around, or going to see a movie because we have to be known as brothers that stick with each other like a family. While this is important to strengthen individual chapters' level, it is much more challenging on a regional level, you can not just go play football in the park with 100+ kids. There are issues with people getting there, it being too far, its a school night I can't come all the way from Brooklyn. This is why I want to mandate an interchapter meeting or a subdivision meeting every other month. For example, Exodus, Leviticus, Macabees, Forrest Hills could be a northern queens division and they would have a "subregional" meeting and the girls would do the same and the program could be separates or a conjoint program. Similarly, things like this could occur within the Brooklyn chapters, at these meetings it would create a better sense of community in the nearby chapters and therefore increasing attendance because people will look forward to seeing their friends from other chapters. These meetings don't have to have a program attached, they could just be social hours and let people roam around and meet new people, have food, and do a team-building activity. These are the types of programs where you meet people and bond with them. These social hours will be a great opportunity to get new prospects in the door and meet different chapters and their members. It would allow prospective members to choose the chapter they want to join instead of going to a chapter where they don't share similar interests. This will allow the REGION to retain more members as a whole even though the prospect will not necessarily come to a specific chapter.

How will you maintain and grow the region

1. Subdivisional meetings

How will you teach traditions lost

1. AZA separates programs specifically focused on AZA traditions like chants and educational programs on the history of AZA