

**Sarah Alison Weinreich**  
*Proud Candidate for Big Apple Region's 43rd N'siah*

“Remember your **why**”

My sister B'nai B'rith Girls,

Every one of you has the ability to have an impact. Whether you're an MIT, a general member, on chapter board, or regional board. **YOU** are important. **YOU** can impact our order. Think about who got you into BBYO. Think about why you are *even* here. What would you like out of your BBYO experience? These 4 years fly by faster than you think. If elected, I will ensure every one of you takes advantage of every opportunity this organization has to offer.

Our region is special because of how close all of our members are— we're sisters, we're family. In our most recent programming years, our region has grown in many ways— we've flourished in all areas. Despite all of our accomplishments, there is still so much we can do to reach our fullest potential. Our three main areas of necessary **improvement** are:

**We need to implement ways of having all members feel appreciated, loved, and welcomed.** Members can feel welcomed in many ways: having a little or big sister in a different chapter, decorating their rooms at conventions, new member/senior only events, a regional MIT and general member of the month, celebrating birthdays by getting a gift, and a grade-separated event. Together, we can help all members bond and feel like a family. Other ways we can have members feel more comfortable are having informal dinners or parties where members can invite friends who aren't in BBYO. This will help us grow in membership and sisterhood.

**Big Apple needs to change how we advertise and market.** There are many solutions to this: creating videos for events, a TikTok account, and Snapchat. This will attract many teens all over the region to be more interested in signing up for events.

**Our region needs to ensure that we are building leaders.** Many leaders in our region aren't on chapter or regional board. A way to make people feel more involved in leadership is by having chair positions in chapters or grade leaders. As these are unofficial positions, anyone can volunteer. This would include a few positions for anyone who is interested. This is important because it makes sure all information is getting out and all members of the same age could interact.

With me as your N'siah, we can, and **we will** grow even more; we can turn our potential into a **reality**. I have countless ideas to get us where we need to be and we will all work together to help make Big Apple even better. I will lead with my love for our region and strong passion for our order to achieve the many goals we will strive for.

Submitted with undying love and endless dedication,

I forever remain,

Sarah Alison Weinreich

Proud Candidate for the High and Honorable Position of Big Apple Region's 43rd N'siah