

Candidate for the 30th NCC Aleph Gizbor – Aleph Trevor Lan

Phil Martelli once told me, “A hero is someone who does something extraordinary for someone else who they’ll never meet and can never repay them.” That is the value of the Gizbor position for Eastern region. Each day the position provides the opportunity to be a hero for someone else. Through the Gizbor position, I’d like to create an established system that makes it easier for chapters to fundraise, make fundraising a more enjoyable experience for all, and I’d like to work with chapter Gizbor’s to fundamentally change the way fundraising is done in each chapter.

Fundraising is often seen as difficult and time-consuming, but it doesn’t have to be. By establishing a clear system that requires the bare minimum time commitment we can be extremely successful. We can start a simple email template that chapter members can send out to friends and family to raise money. Through my time fundraising for LLS, this method was extremely effective and over 80k was raised by doing this. It takes no time at all and by making family and friends feel a part of the mission of BBYO, they’ll be willing to donate.

Another common misconception about fundraising is that it has to be boring. By hosting fun and eventful programs that have a tie-in to raising money we can alleviate this issue. For example, a basketball tournament that we could run in my chapter of MBA. By reaching out to adults and teens in the Charlotte Jewish Community we could gather enough teams to raise money for a valuable cause, while also having a great time. Simple and enjoyable programs like this will make fundraising a consistent part of our programming.

The last thing I’d like to focus on is the value of communication. Just like in any team the players must be in sync to be successful. Meaning that it is my responsibility to make sure that the Gizbor’s are set up for success. By hosting a few meetings at the very beginning and then periodically reaching back out, this can be accomplished. However, it falls on my shoulders to create a system (Listed above) that sets the Gizbor’s up for success. Through consistent communication, these systems can be put into place and I know we will experience true change.

Overall, I have no doubt that the charitable acts of Eastern region can become more enjoyable and more frequent. It simply boils down to creating a system that sets each chapter up for success. Through the use of an email list, we can personalize our mission and keep friends and family involved in our lives. By creating innovative ways to fundraise and celebrate our heritage we make these types of programs the new norm because of how fun they can be. It all boils down to communication with each chapter Gizbor to help us stay on track and proficient. Fundraising is truly that simple, seamless, and enjoyable.