

Aleph David Dorfman

Candidate for the 31st Virginia Council Aleph Mazkir

My time in BBYO these past two years have been more meaningful and amazing than I could ever imagine. That is why I have the desire to build on the progress we've made as a council and ensure the next year is as awesome as possible. My three biggest goals as Mazkir are to optimize VAC AZA's Social Media, keep all our chapters in continuous communication and collaboration, and increase promotion and awareness for events.

Social Media, more specifically Instagram, is one of the most valuable tools we have at our disposal. If we work to ensure we use our council's account to its full potential, we can reach countless more teens and keep our members and prospects engaged and informed. Unfortunately, we're lacking in this, and making improvements in the area is a guaranteed method of ensuring prosperous recruitment and programming.

One of the best parts of being in AZA for me is the opportunity to connect and engage with other Jewish teens. Unfortunately, I haven't gotten the opportunity to connect with many BBYO members in other chapters (the exception to this is conventions, but that is only a few days out the year), and I believe having that opportunity would be a great addition to the experience of our councils' members. As Mazkir, I would ensure chapters keep in touch with each other throughout my term, and collaborate to better the experiences and relationships for their members.

My last major goal is to increase promotion and awareness for events. I think we've done a great job with this, but improvements can always be made - and I've seen missed opportunities for making promotion even more successful, which I plan to use if elected.

My brother Alephs, the year ahead is a fresh start as we emerge from this pandemic. I'm eager to use this opportunity to improve the organization I love so much - and I hope you'll give me the honor of electing me as your Aleph Mazkir so we can make that happen :)