

ALEPH ZACHARY SCHULER CAUCUSING FOR THE HIGH AND HONORABLE POSITION OF HANK GREENBERG AZA'S MOREH

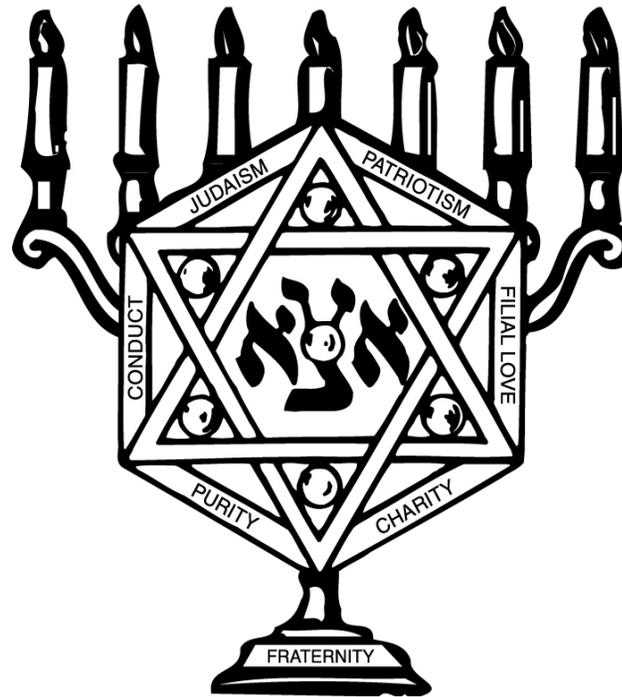
Conventions Attended:

- Spring Cultural 2018 and 2019
- MIT/AIT 2018
- Regionals 2018 and 2019
- Regional Execs 2019
- International Convention 2020
- CLTC 2 2019
- ILTC 2020*
- Kallah 2020*

*Represents future attendance

Qualifications:

- Member in good standing
- 2018 Fall Term Chapter Gizbor
- 2019 Spring Term Chapter Gizbor
- 2019-2020 Chapter Moreh
- Regionals 2018 Steering Team
- Regionals 2019 Limmud Captain



My brother Alephs,

I fully understand that being North Carolina's Council Moreh requires a lot of responsibility. This coming year, it is extremely important that North Carolina does well in recruiting to allow for Eastern Region and NCC to grow. I plan on putting a lot of work and effort into having the strongest AIT class possible this year. The community and brotherhood I feel in this council is incredible, and I want to be a huge part in spreading this brotherhood to new members. I want these new members to experience that togetherness we all share at our programs and within our own chapters. I am ready to accept all of the responsibilities of being North Carolina's 30th Council Moreh, and hope that you will elect me and give me that opportunity. I will not let you down.

Fraternaly Submitted
With Undying Love For
Eastern Region #6
Hank Greenberg AZA #60104
I forever remain,
Aleph Zachary Aidan Schuler

Recruitment

This coming year, it is essential that North Carolina and Eastern Region's recruiting class is committed. My biggest goal is to make sure that we do not only get recruits, but that these recruits do not become "paper members." I will have monthly calls with the NCC chapter Morim to help them with any recruitment questions and to have all of us calling the prospect lists for recruits in our cities. We will also set realistic recruitment goals and actionable steps to achieve them that we can check in on throughout the year

Recruitment Guide

My first job as Council Moreh will be to create a recruitment guide. This guide will be sent out to all NCC Morim and will break down each step of MRIHA, our relationship based recruitment guide. The recruitment guide will give tips and tricks for each step to help not only chapter Morim to recruit, but also any other chapter members. The recruitment guide will look a little bit like this...

- M- Meet. This is the first step where the chapter Morim meet the prospect.
 - Ex: Go table at your synagogue
- R- Record. This is where you write the prospect's information.
 - Ex: A spreadsheet where information can be put and organized as well as the prospect's interests
- I- Invite. After meeting the prospect and having kept in contact with them, you invite them to a program
 - Ex: The program should be strategically picked based on their interests, and personalize the invite
- H- Host. You host the prospect at a program and try your best to engage them throughout the program.
 - Ex: Using the spreadsheet with the prospect's interests, you can pair them with a person they can have a good conversation with
- A- Ask. After going through all of the steps of MRIHA, it is time to ask the prospect if they want to join BBYO
 - Ex: Have a creative way to ask the prospects to join, which could be bringing them food or having a prom-type ask



MIT/AIT Recruitment

Aleph attendance has gone down in the last few years at MIT/AIT, and I really want to ramp it up this year. My ideas to ramp it up include...

- Calling parties- A few days before MIT/AIT push week, I will have a call with the NCC Morim to tell them about push week. Throughout the week, I will have calling parties where any member can get on to go through the prospect list as well as the list of members throughout the region who have not attended a MIT/AIT
- Themed Push week- Each day will have a different theme, and goals, recruitment strategies, and incentives can be related. For example, Monday could be a sports-related theme and we can have a March Madness-style recruitment contest. The chapter that gets the most sign-ups that day would get a point advantage during their first basketball or volleyball game at Spring Cultural.

CLTC Recruitment

CLTC is an extremely important summer program for members to go to in order to be educated on how to lead in BBYO, as well as meet some of their life long friends. My ideas to recruit for CLTC are...

- Letters to potential attendees- Chapter Morim and other members will write personalized letters to potential attendees as a way to connect with them and share their own CLTC stories
- Chapter fundraisers- Have a chapter fundraiser to raise money for possible attendees, this will not only bring attention to CLTC but also help chapter members be able to afford the program
- Similar to recruitment for MIT/AIT, we can have calling parties and incentives to help chapters get people signed up