

Candidate for the 30th NCC Aleph Moreh- Aleph Zachary Schuler

My first priority as Council Moreh will be to increase Aleph recruitment. I will have calls once a month to ensure all Morim know how to recruit using MRIHA and I will answer any questions. During the calls, I will break down each step of MRIHA and make sure the Morim fully understand how to utilize this recruiting tactic, as each step is key to successful recruitment. Not only do the Morim need to use MRIHA, it is also important that they recruit through personal experience. I know that I look forward to attending BBYO every week to break away from school stress and just be myself with some of my best friends, and I want the Morim to portray the community of BBYO to recruits as one of the main reasons to join. In situations where there is more than one chapter in the same city, such as Charlotte where there are four chapters, Morim need to point out the positives of their own chapter and not the negatives of the other one.

My second priority is to increase Aleph attendance at MIT/AIT. Aleph MIT/AIT attendance has gone down over the years and I want to ramp it up this year. I know that my MIT/AIT gave me some of my best friends and memories in Eastern Region. I want to explain to possible attendees that MIT/AIT is not just a BBYO event but a memorable experience. Through changing the way MIT/AIT recruitment is done, Alephs will attend the convention and have an increased motivation to attend Regionals. To implement this, when MIT/AIT registration is about to open, I am going to have a call with the chapter Morim throughout NCC and then a calling party with other board members that want to join. I will tell the Morim to explain MIT/AIT as something similar to how they recruit members, which is explaining it through personal experience.

My third priority is the betterment of Eastern Region and NCC. I love this region more than anything else, and I know that I want to work to keep it alive and thriving. As Moreh, I am the head of recruiting more teens, and BBYO is a teen-lead organization. The community that BBYO gives me is also the reason I keep coming back, and why I want to work hard in this position. Through my hard work, monthly calls with NCC Morim, a well-planned MIT/AIT convention, and a push to get younger members to CLTC, I feel that I can better the region. I can get more kids in BBYO through recruiting and I can have kids who went to MIT/AIT and/or CLTC bring more BBYO knowledge back to their chapters, which will better the future of the region and council.