

# Zoe Madison Wojnowich

## Is Caucusing for the High and Honorable Position of NCC's 30th



My Sister B'nai Brith Girls,

BBYO is our happy place. **BBYO is our sunshine.** It makes us happy when skies are gray. And I owe all of that to our unbreakable, incredible sisterhood.

I'm so honored to be caucused for the high and honorable position of Morah because I love being a part of our sisterhood, and I want to help make it even stronger. I believe that focusing on the little things can help the light of our sisterhood shine even brighter! I know that **everyone: from prospect, to MIT, to older member deserves to feel like she is the sun, the center of our BBG universe.** Being in this council for the past 4 years, as a general member, chairwomen, and board member, as a participant and coordinator of conventions, and as a MIT and MIT Mom has given me an amazing opportunity to watch our sisterhood grow and glitter, and I hope that you will elect me to serve as Morah, because **I will give all of my heart to helping our sisterhood shine as bright as the sun** ☀️☀️☀️

Submitted with undying love for sunshine, happiness, CLTC 6, awk tennis tans, cute puppies, corny jokes, cheesy movies, Chai Chaverim BBG #1548-552, you, me, and NCC BBG, I forever remain,

*Zoe Wojnowich*

Zoe Madison Wojnowich  
a DAMN PROUD candidate for your 30th NCC BBG Morah



## BBYO: ☀️ Qualifications ☀️

- **Sh'lich'a '19 Spring Term**
  - created detailed "All You Need to Know about Judaism" booklet
  - planned meaningful Yom HaShoah dinner with a Holocaust survivor
- **Morah '19-20 Term**
  - implemented 10 highly successful big-lil families
  - sent 11 MITs to MIT-AIT, 75% of Chai's current MIT class, and the most of the region
  - created goody bags including personalized letters with advice for each of Chai's MITs going to MIT-AIT
  - most MITs signed up for CLTC
  - Sisterhood Program voted "best program of the term"
  - planned and hosted two highly attended activity-filled MIT sleepovers
  - wrote letters to all rising freshmen at summer camp
  - wrote letters to all 8th grade MITs during corona quarantine
  - created "75 Years of BBG" packet with videos of spirit cheers, the history of BBG, and more
- **Programming Chair '17-18**
- **Current Events Chair '18-19**
- **RLN AZAA-BBGC Captain '18-19**
- **Coordinator of Spring Cultural '20 :(**
- **Events Attended:**
  - Mit-Ait '17
  - **Spring Cultural '17, '18, '20**
    - wrote songs '18, made music video '19
  - **Sweetheart Beau '17, '18, '19, '20**
  - **Regionals '18**
  - **Regional Execs '19**
  - **Junior-Senior '19**
  - **CLTC 6 '18** (mock chapter sh'lich'a)
  - **IC '19**
  - **BBYO Passport Italy '19**
  - **ILSI '20\***



- ## Non-BBYO:
- **Executive Board Video Chair '19-20**
    - responsible for all video publicity for student council: spirit week videos, HOCO court reveals, leadership training movie
  - **Founder and President of Junior Board for Carolina's Chapter of Crohn's & Colitis Foundation**
    - planned fundraising event (\$5000)
    - created information cards to be distributed by doctors to IBD patients
    - wrote articles to be read by patients with IBD
  - **Sophomore Class Vice President**
  - **Freshman Class President**
  - **Varsity Tennis Captain '19, '20**
  - **Girl Scout** for 11 years
    - 3 years of leading mother-daughter camp
  - **PHS Leadership Training '18, '19, '20**
    - taught risk-taking '19
    - created movie featuring classmates teaching different leadership qualities & handled technology '20
  - PHS Spanish Club
  - PHS Domestic Violence Awareness Club

\* Denotes Future

## MITS: ☀️ Retention ☀️

- **love-letter time capsules**
  - have all MITs write letters to their future selves about ~BBYO~ feelings
  - will open senior year
- **send MITs off to MIT-AIT with goody bags with personal letters**, to build personal connections
- **BBG Feelings Jars** for MITs to keep all of their notes :)
  - connect MITs with older members so they can hear everything they have to **look forward** too in BBYO
- **quickly connect MITs with a Big Sister, to ensure a specific member is looking out**
- **build unique relationships with all MITs** through welcome gift baskets, surprise visits, lunch dates, etc.
- **make sure all MITs feel that you personally** want to see them at all programming
- **encourage MITs to bond with not only the chapter but the region:**
  - attend conventions like MIT-AIT, Regionals, and Spring Cultural
  - connect MITs across the Region with each other pre-MIT-AIT to build hype
- **prioritize the "7-second rule"** & making **MITS feel constantly welcome**
- **SHOW SO MUCH LOVE TO MITS!**

- ### UNDERCLASSMEN:
- **don't forget about sophomores!**
    - > in a weird middle stage between MITs and upperclassmen
  - **write letters to rising sophomores** at CLTC showing them love
  - **take the time to personally** communicate with all sophomores to continue making them feel **special** after MIT year
  - **have sophomore appreciation programming** at the beginning of a program at least 1x per year
    - big/lils do something special
  - **encourage sophomores to consider leadership roles** at every level: chapter, RLN, and even ILN.)
  - **SHOW SOPHOMORES SO MUCH LOVE!**

- ### UPPERCLASSMEN:
- **make sure all older members feel personally & genuinely wanted** at all programming
    - text older members who haven't been to programs as frequently to let them know **they are missed!**
    - **just because you are older doesn't mean you are not just as important and special as new members!!!**
  - **make sure all upperclassmen feel connected to their Lil Sisters :)**
  - **relaxation programming**
    - upperclassmen are the most stressed with schoolwork/college apps -> plan programming to decompress
  - **senior appreciation programming**
    - have special programs half way through the year and at the end of the year to show love (superlatives, treats, etc)
  - **utilize a monthly "Fireside Chat" platform to give all seniors an opportunity to share their experiences**

**consistent** checking in with all members to make sure they still feel **connected** to the **sisterhood** of the chapter:

- do you feel included? are you happy? do you have concerns?
- **if you could make any BBG wish come true, what would it be?**

# MIT-AIT

- give MITs a **unique** and **impactful** first convention experience
- *thoughtfully* plan out **meaningful** bonding activities for each cabin
- create GroupMe and Remind to keep all participants updated on locations, and **~in the loop~**
- *carefully* select **inspired, active** trainers
- *heavily* advertise MIT-AIT with **hype up movies from upperclassmen** and more
- implement "Pen Pal" Program where MITs from across the region can be connected pre-convention to bond/ease nerves
- simulate the real chapter experience in each mock chapter to help each participant **grow as a leader**
- *prioritize* BBGs learning songs and cheers to **increase Regional spirit**
- encourage MITs and AITs to break out of their chapters, councils, and comfort zones
- have an **informative, engaging** program about board, regional and international initiatives, and BBYO terms
- plan an **inspiring** and **memorable** MIT induction:)
- **plug summer programs consistently** throughout the weekend, especially CLTC!

# Recruiting Prospects

## CHAPTER LEVEL:

- encourage chapter Morim to...
  - *treat all prospects as future sisters, not names on a list*
    - when cold calling prospects, have **genuine** conversations!
  - *communicate with local JCCs, Hebrew High, etc. to connect with prospects*
  - *stop by prospects' homes with **treats & letters**, inviting them to join their chapter (ofc as long as parents approve)*
    - a few girls can bake sweets for a prospect
    - at chapter programs, sign handwritten notes inviting the prospect to join your chapter
    - the **personal touch** really makes a difference!!
  - *make all prospects feel **personally & genuinely wanted** at programs*
    - text each prospect individually, **inviting** them to come to our programs
    - at programs, make sure to introduce the prospect to everyone, **welcome her with open arms**, treat her with **kindness**, and integrate the "7-second rule"
    - offer to drive prospects to BBYO programs
    - keep an eye on the **funnel** when calendaring programming

## COUNCIL LEVEL:

- I will...
  - *show all prospects our:*
    - **warmth - BBYO passion**
    - **sisterhood - inclusivity**
  - *assist all chapter Morim with incorporating **MRIHA** into their term calendars*
    - Meet, Record, Invite, Host, Ask!
    - create a **standard spreadsheet** for recording contact information
    - create a **HOW TO MRIHA packet** detailing the best tools for sincere recruitment
  - plan an amazing and easily implementable **BBG Rush Campaign**
    - have an **exciting** calling party with rewards for the most recruits
    - encourage Morim to visit local JCCs and synagogues to get in contact with eighth graders
    - **emphasize sincerity with recruitment calls:** go over how to have a genuine convo with a prospect at the beginning of calling parties

# Re-education

- prioritize making education efforts **not only informational but also entertaining and engaging** to maximize interest and impact
- have **Morim of opposite councils come to each other's Spring Cultural to lead the 8th grade program**
- include **spirit sessions** at every convention to increase Council and Regional spirit
- make a **video with Council Board teaching the basic BBG cheers** to help each chapter Morah educate her own chapter
- make an **engaging slideshow** with information about the history of BBYO, BBG, and Eastern Region to be accessed by all of Eastern
- implement quizzes on Instagram stories for friendly reminders engineer education efforts to **connect with all members**, from 8th graders to seniors
- plan a **fun & inspiring** Spring Cultural 8th Grade program

# Personal Goals

## Council Board

- be a **supportive, hard working, flexible, dependable team player open to feedback**
- **respond to all communication as quickly as possible:** "24 hour rule"
- always **lend a helping hand**
- work with *S'ganit* to prioritize **funnel program planning**, and to help create **sisterhood-centric programming** at the chapter level, to assist with retention efforts
- work with *Sh'lichah* to help design a framework for **sisterhood/brotherhood centric Global Shabbat** and to **include middle school prospects in J-Serve**
- work with *Mazkirah* to encourage chapter Mazkirim to create **monthly calendars** to keep all members on the same page with all programming
- work with *Safranit* to **shout-out BBGs on social media** to inspire excitement & increase retention
- work closely with Regional counterparts to give a **united** front to the Region
- maintain consistent communication with Regional counterparts to plan an **amazing** MIT-AIT

# Welcoming MITs

treat all MITs with:

- **enthusiasm - kindness - sincerity - inclusivity**

encourage chapter Morim to...

- *make all MITs feel **personally & genuinely wanted** at programs, by both you and the chapter as a whole*
  - text all individually about coming
  - **set up rides** for those who can't drive
  - big sisters can drive their little!
- connect older members w MITs/prospects

I will...

- *build unique relationships with all MITs*
  - reach out to welcome new MITs into the Council as they join chapters
  - consistently communicate with MITs through all forms of social media
  - have genuine conversations!
- *check in on all MITs in terms of their relationship w the Council & BBYO:*
  - do they feel **included?**
  - do they feel **connected** to the Council/Region as a whole?
  - encourage CLTC!
- make all MITs feel **personally & genuinely wanted** at MIT-AIT
  - **communicate with all prospects with sincerity, so that no one feels like a name on a list**
  - communicate far in advance to MIT-AIT to build the hype!



# Chapter Counterparts

- start each term with *personal calls* for **goal-setting** and **~idea-creating~**
- **check in individually** every two weeks to make sure Morim feel supported and on track with their personal goals
- have council Morim calls once a month, and **Regional Morim calls** quarterly, for **idea-sharing between Morim** and myself to help Morim have access to the most **innovative** and **helpful** ideas and strategies possible
- create an NCC BBG recruitment spreadsheet to help each chapter keep track of recruitment efforts
- help Morim to maintain a **special focus on retention efforts**, which are also super duper important!!
- create **informational videos** to send to Morim regarding *BBYO/BBG history, recruitment/retention strategies, updates on regional initiatives*, and more to make it **super easy for Morim to stay up to date**, with access to all the resources they need:)
- have an anonymous google form for Morim to give **feedback** on how I can better assist them to be the best they can be

# Spotlight Ideas

- **Regional MIT "Pen Pal" Program**
- Host Monthly Regional **"Fireside Chat" Platform:** upperclassmen can talk about their experiences, pre-convention Q-&As, re-education efforts, chapter shoutouts and more!
- **letters** to BBGs at summer camp
- include **middle school prospects in J-Serve**
- **BBG Feelings Jars** for MITs to keep all of their notes :)
- **big-lil pairs/families** at the chapter **AND council level**
- **Morim of opp. councils** lead **SC 8th grade program**
- **sisterhood-centric** programming & **unique** programming on weekends: sleepovers, brunch, +
- **Regional Morim calls** for complete idea sharing to fill in any gaps and learn something new!
- Council Board **Spirit Video**
- utilize **parent referral cards**
- send out monthly **NCC BBG emails** updating the council on exciting upcoming events and BBG, MIT, & chapter shoutouts
- implement a council-wide **BBG Rush Campaign**

# Funnel Vision

- ~ **Fall Kickoff:** help all cities to have high attendance!
  - ~ **Freshmen MIT Sleepover:** bonding to the MAX!
  - ~ **MIT-AIT:** inspiring, inclusive, FUN, and highly attended!
  - ~ **Fallfest:** revised to be consistently exciting and entertaining!
  - ~ **ASK WEEK!!!** prioritize **SINCERITY** when asking to join
  - ~ **Regionals:** emphasize **INCLUSIVITY** with MIT-AIT reunion oneg, "not-so-secret admirer" icebreaker, and more :)
  - ~ **PUSH WEEK!** prioritize **SINCERITY** when asking to attend summer programs: b/c we believe you will love it and thrive!
  - ~ **Sweetheart Beau:** special "invite goody bags" for MITs
  - ~ **IC:** take the time to personally invite all BBGs
  - ~ **8th Graders + Freshmen MIT Sleepover:** bonding!!
  - ~ **Spring Cultural:** plan an exciting, engaging 8th grade program
  - ~ **Chapter Life and MIT Inductions!** meaningful & memorable
- EMPHASIZE SCHOLARSHIPS/SCHOLARSHIP DEADLINES**

You are my sunshine,  
my only sunshine.



You make me happy,  
when skies are gray.