



OLIVIA RAINEN POTIER

ASPIRING FOR THE HIGH AND HONORABLE POSITION OF OUR 30TH NORTH CAROLINA COUNCIL N'SIAH

CHAI CHAVERIM BBG #1548-552

CHAPTER S'GANIT '18-'19

- ♣ Implemented all six Movement Initiatives in CCBBG/CLT; managed 6 chairs
- ♣ Collaborated w/ **speakers, general members, programming committee**
- ♣ Program featured in Regionals Chapter Showcase 2018

CHAPTER GIZBORIT SPRING '18

- ♣ Organized citywide BBG Women's Shelter Stand UP Drive
- ♣ **Sold out** my Eastern Region sweatshirt at Spring Cultural, Regionals, & IC

CURRENT EVENTS CHAIR '17-'18

SWEETHEART BEAU CHAIR '19

GLOBAL SHABBAT '16, '17, '18

- ♣ '18- songleader for citywide event with LGBTQ+ youth organization

FALL FEST '18, '19

- ♣ Recruited for and hosted prospects at Hornets games

MEMBER IN EXCELLENT STANDING SINCE '16

THE INTERNATIONAL ORDER

PROGRAMMING ADMINISTRATIVE ASSISTANT IC '20

- ♣ Managed ~100 Captains/Steerers for Separates, Oneg, & Showcase
- ♣ Served as top programming resource for entire IC 2020 Steering Team
- ♣ Recruited **most ever** international communities for Chapter Showcase
- ♣ Wrote public remarks for IC videos and plenaries

SHABBAT & RITUALS COMMITTEE IC '19

- ♣ Planned innovative services in the first-ever J-Lab

GENOCIDE EDUCATION COMMITTEE '19-'20

SILVER STAR OF DEBORAH AWARD

GOLD STAR OF DEBORAH AWARD

BBYO ON DEMAND STUDIO TEAM (LOGISTICS)

IC '19, '20 (+EXPLORE ISRAEL SUMMIT '20)

CLTC 8 '18

- ♣ Mock Chapter N'siah

FULL PERLMAN (ILTC + INTERNATIONAL KALLAH) '19

- ♣ IC Launch Night Admin

ILSI '20*

EASTERN REGION #6: NCC

29TH NORTH CAROLINA COUNCIL S'GANIT (CURRENT)

- ♣ Used **strong communication and workshops** to help build consistent programming in smaller chapters and elevate programming in large ones
- ♣ Created **interactive** calendar templates and programming resources
- ♣ Two counterparts' programs featured in IC Chapter Showcase 2020
- ♣ **Expanded the RLN** with the addition of Int'l Connections Chairs

REGIONALS COORDINATOR '19

- ♣ Led steering team of ~30 steerers from all 3 councils
- ♣ **Highest attendance in years** - led elevated promo videos/recruitment
- ♣ Highlighted BBG @ 75 with **strong female keynote speakers**
- ♣ Introduced immersive pop-up/chofesh experiences

REGIONALS LIMMUD CAPTAIN '18

- ♣ Oversaw planning and execution of 24 unique, elevated limmudim

SPRING CULTURAL CONTEST CHAIR '19

- ♣ contacted and hosted BBYO Alumni as judges, organized spirit contests

NCC "CHAPTER S'GANIT OF THE YEAR" AWARD '19

REGIONAL EXECS '18, '19

- ♣ '19- led programming workshop for non-S'ganim & trained S'ganiot Team

SWEETHEART BEAU '17, '18, '19, '20

- ♣ '19- organized SHB theme, senior recognition, and poems

SPRING CULTURAL '17, '18, '19, '20

REGIONALS '17, '18, '19

MIT/AIT '17

JUNIOR/SENIOR '19

OUTSIDE OF BBYO

FRIENDSHIP CIRCLE CO-PRESIDENT

TBE HEBREW SCHOOL MADRICHAN & SONGLEADER

PLANNED PARENTHOOD TEEN LEADERSHIP COUNCIL

UMATTER TEEN BOARD

NATIONAL HONOR SOCIETY

* DENOTES FUTURE

IDENTITY,
IDENTITY!
WHO AM I?
A BBG!
I AM ONE
THOUGH
ONLY ONE
THERE'S
SO MUCH
I CAN DO!

MY SISTER B'NAI B'RITH GIRLS.



Don't get me wrong, I fell in love with BBG the very moment I joined, but *never* could I have imagined all the **magic** that was coming my way or who I'd become. Now, nearly 4 years later, after giving so much of myself to BBG and getting **even more in return**, I've grown into a B'nai Brith Girl whose sole mission is for **each of you** to **unlock that same level of magic**: every opportunity, connection, experience, & tradition that make us **more than a youth group**.

So, **let this letter be my promise to you**. I promise to devote the year ahead to our sisterhood. I promise not only to guide our NCC BBG powerhouse to be the most active and tight-knit in the Order, but to ensure each of you — from mountains to coast — have the **most fulfilling, magical BBYO experience possible** and strengthen your identity as a B'nai Brith Girl.

It's the challenging times like those we face today that remind us the power of our Movement. It's in these times that the friendships, experiences, and values instilled in us by BBG can and will get us through anything. Though physically apart, **we're standing tall, one for all, and here to stay**, for we are BBGs. There's so much we can do, and together, we hold the **keys**.

RESPECTFULLY SUBMITTED WITH UNDYING LOVE FOR YOU, ME, & NCC BBG, I FOREVER AND ALWAYS REMAIN

Olivia Potier

Olivia Rainen Potier
a passionate B'nai Brith Girl and damn
proud candidate for our 30th NCC N'siah

GOALS, IDEAS DREAMS



THE KEYS TO OUR BEST YEAR YET

CONVENTIONS & PROGRAMMING

- Ensure all experiences are guided by pillars of innovation, intention, and impact
- Collaborate to implement all 6 Movement Initiatives in every city in Eastern
- Revamp Spring Cultural layout with addition of new programming, Separates and more services/contests
- Prioritize consistent programming in all communities
- Expand role of Council S'ganim in elevating programs at ALL conventions, not just Regionals
- Promote multi-purpose events that combine fundraising, intake, AZA/BBGC, sisterhood, etc.
- Multi-fold, organized calendars using template
- Expand WOW programming to recruit and retain
- Increase Co-Bo support for convention coordinators
- Maintain and increase use of program bank
- Ensure we push ourselves further with every convention experience we build
- Use the "blue sky" approach to achieve innovative calendars with achievable but engaging events
- Expand on programming funnel to achieve goals

MEMBERSHIP & GROWTH

- Utilize engaging programming and personal outreach to expand in quality and quantity
- Launch "Together As One, Forever United As One Crew" Engagement Initiative to build sorority AND fraternity appeal in coed BBYO chapters
- Greensboro/Raleigh/BBYO Chapters:
 - Revitalize BBG chapters, achieve mostly BBG-only events
 - Prioritize quality over quantity with programming
 - Elevated intake events to increase reach and prospects
 - Rally entire chapter to recruit & engage local community
- Charlotte Area:
 - Expand "Rush" experience for 8th graders and implement Fall Rush campaign for freshmen
 - Utilize synagogue outreach and curated citywide events to expand into Lake Norman and Fort Mill areas
- Use Class of 2021 exclusive experiences to retain older members & remind them we care
- Create task force of freshmen led by Council Morim to push peer recruitment efforts
- Hold chapter kickoff events each term
- Use Before-During-After model to enhance the prospect experience and convert to members
- Utilize social media, chapter competitions, and membership incentives in regional fall/spring rush efforts

JEWISH ENRICHMENT

- Build pluralistic community for BBGs to explore their Jewish identity & connect to our heritage
- Elevate J-Lab at Regionals w/ pop ups and services
- Engage the local community and other youth organizations in service projects and events
- Implement innovative Global Shabbat in every city
- Incorporate Shabbat & Havdalah rituals in chapters
- Help each community hold Zikaron Basalon & bring this Holocaust education initiative to conventions
- Always offer shacharit, mincha, and maariv
- Highlight new, relevant, engaging Israel programming
- Relaunch Speak Up Chairs as Explore Israel Chairs and increase their role in the region
- Shlichim create videos for region celebrating holidays
- Tie in Jewish values to all programming/conv. themes

LEADERSHIP IS UNLOCKING
OUR POTENTIAL TO GROW.



30TH COUNCIL BOARD

- Expand the role of Co-Board in helping the region via greater community/chapter support
- Assign each set of co's to be lead on one of the 6 movement initiatives (aligning w/ int'l co's) to manage elevated implementation in every city across Eastern
- Ensure communication from both AZA/BBG council counterparts w/ BBYO chapter counterparts
- Utilize virtual community workshopping
- Weekly NCC BBG Board calls-balance work/bonding
- Monthly check-ins w/ NCC Godol with each co-pair
- Monthly 1:1 calls with NCC BBG Co-Board to support them in kickstarting and executing projects/goals
- Create a fun goal-tracking chart to motivate 30 to reach individual and collective goals each month
- Hold Virtual Spring Term Regional XX on a Sunday

COHESION B/W COUNCILS

- Regional Co's lead 2 full Eastern Network calls/term
- Create and use Eastern BBG Network Group-me's
- Work closely w/ VAC and Dixie N'siot to align goals and inclusion efforts across Eastern BBG

REGIONAL EXECS 2020

- Rally Eastern's brightest leaders with energy, excitement, & tangible tools for a successful year
- Use Chapter Excellence Toolkit to make individual Chapter Excellence Plans w/ goals and methods
- Incorporate new, relevant, fun programs led by Council Board and any participant (create application)
- Close out the summer in a fun way with a big camp activity like AZA/BBG capture the flag and a bonfire
- Give tour of BBYO website to familiarize w/ resources
- Utilize council S'ganim to make breakouts interactive
- Ensure chapter leaders are ambassadors for BBG ed.
- Council S'ganim create universal ready-to-use "Eastern Region Chapter Calendar" template for planning time
- Morim lead community mapping session to create city-specific recruitment and growth plans
- Implement tradition w/ elevated Separates and Spirit
- Ensure 30 feels confident & excited going into XX
- Use opportunity to build strong relationships with BBGs
- Hype upcoming conventions/leadership opportunities

N'SIOT NETWORK

- Support the N'siot in elevating the chapter experience to be consistent and meaningful
- Revisit Chapter Excellence Plans from XX each month
- Hold 2 calls per term with ALL Eastern Presidents - breakout workshops by BBG/AZA & similar challenges
- Celebrate all wins, big and small
- Focus on personal outreach to crush membership/registration/leadership goals on the chapter level
- Educate on BBG history and update on movement priorities to bring to their chapters
- Utilize monthly calls to create a bond and sisterhood like no other and focus on leadership development
- Devote every day to phone calls and trouble-shooting so every BBG has the best experience
- Lead by example w/ collaboration and compassion

LEADERSHIP & THE RLN

- Focus on improving and legitimizing the RLN while ensuring everyone has chances to lead
- Support AZA leadership in Aleph Engagement
- Bring Hospitality Committees to every convention
- Launch Tefillah Committee for teen song leading
- Inspire leadership with and without a title
- Expand steering opportunities for Spring Cultural
- Restructure the RLN to include 2 regional chairs
- Legitimize chairs:
 - Council co's manage corresponding chairs
 - Give tangible convention responsibilities
 - Create a bimonthly program that any community can run
 - Implement social media campaigns
 - S'ganim run monthly Chair Network/1:1 calls

MY N'SIAH PROMISE



- To be a role model & friend to every BBG
 - To always lead with strength and dignity
 - To use my burning passion to spread the light of BBC to every community and individual
- Personally contact every new member
 - Check in on Chapter N'siot and Co-Board daily
 - Be every BBG's biggest supporter and resource

SISTERHOOD & TRADITION

- Strengthen our sisterhood by implementing traditions with innovation in every community
- Introduce Regional Inductions at Regionals 2020 to welcome any BBG who never went to MIT/AIT
- Hold NCC Sisterhood Overnight in CLT- late spring
- Celebrate BBG's 77th Founder's Day with a week of exciting city events & virtual region-wide programming
- Create Eastern BBG Spirit Guide w/ VAC/Dixie N'siot
- Push alumni engagement in celebrating Founder's Day
- Reinvent the way Eastern does Separates and make it a highlight of every convention: break the "dark room, tea lights, friendship bracelets" mold
- Ensure all chapters hold and/or elevate inductions
- Elevate MIT/AIT programming to spark a connection to our BBG HERstory, traditions, and values
- Bring BBG (+Aleph Engagement!) lounge to Regionals
- Expand reeducation efforts w/ unexpected programs
- Cultivate a more spirited, tight-knit council than ever

COMMUNICATION & MARKETING

- Enhance social media presence and use it to revitalize registration & connect Eastern
- Put regional social media accounts entirely in hands of respective Co-Board members, not staff
- Revitalize Eastern-TV & post monthly episodes
- Create hype/launch/recap videos for conventions AND Movement initiative events
- have "Chapter Takeovers" on @bbyoeastern IG to showcase programming and connect councils
- Model Regionals push week for all conventions
- Train chapter KOMS on canvas flyers w/ BBYO branding to better promote events
- All positions tweet weekly #NetworkWins
- Publish monthly calendars on chapter & council level
- Ensure all leaders maintain "hit zero" 24 hour rule

SERVICE & FUNDRAISING

- Refocus on our commitment to tikkun olam at conventions and chapter programming
- Run LEADs-modeled program at Regionals
- Hold Stand UP Drive at every convention
- Expand chapter fundraising efforts w/ multi-purpose events (AZAA/BBGC, Havdalah)- 2 fundraisers/term
- Implement J-Serve in every city - engage middle schoolers and local community
- Council S'ganim/Sh'lichim create a regional Stand UP Cause program for every chapter to run
- Fundraise for the ISF at all conventions; involve Chapter Gizborim to plan and promote
- Create regional awards for commitment to service

INTERNATIONAL PRESENCE

- Engage even more BBGs in int'l opportunities
- Represent NCC with pride as an engaged Exec.
- Highlight AJT partnership year-round via chapter virtual exchanges and pen-pals
- Launch L'dor Vador Initiative to boost summer program registration w/ personal connections
- Promote application to the ILN & int'l awards
- Align regional and int'l membership campaigns
- Increase our participation in BBYO Giving Day
- Expand Go Global Initiative to connect to Order
- Capitalize on our high summer program/IC #s to personalize regional registration/leadership asks