

Pluralism. It's what we foster in BBYO. This term is not confined only to the Judaic elements of our order as BBYO must be an inclusive and all empowering environment for all those who join. To maximize membership and create more meaningful Jewish experiences for more Jewish teens, we must establish a pluralistic environment to all aspects of Jewish lives. Whether being socially, socioeconomically, racially, or Judaically, we must keep an open mind, and an open heart, so that we can extend our membership goals beyond 700.

Nothing is more valuable than the bond built by sisterhood. Simply because BBG is aging another year doesn't mean that the hype behind BBG has to die. 76 is the year of opportunity, growth, and sisterhood. To keep up with our aging sisterhood, we need to take our separates and make them more meaningful and powerful to keep our girls encompassed in the experiences of the B'nai Brith Girls. Each convention should include sisterhood programming and "Anita HERstory" to enhance our BBG pride for years to come.

To also welcome new MITs into our BBG home, we must utilize the "R" and "A" of MRIHA to its full extent. To extend BBGs recruitment efforts, we must table at Judaic events in our community and offer a raffle incentive to completing a parent referral card. This way, parents have an incentive to not only get their kids involved in the Jewish community but also have the chance to gain a prize. The ask, has to be encouraging and special so that prospects feel that BBYO needs them (we do to make our movement grow). With this, I will work with my counterparts to send out two waves of bid cards to prospects, one in a rush week, and another near the end of the term.

Another way to provide an all-encompassing environment for newer members is to get our older members involved. Not only does this enhance retainment efforts, but it also gives newer BBGs a sense of belonging in our BBYO community. Most chapters have bigs and littles, but when new members come to their first convention, it can be somewhat intimidating. This year, I want to set up a regional big/little system, where upperclassmen can sign up to coach younger members. Those who attended MIT/AIT will be the designated littles. They will meet their bigs at the MIT/AIT reunion oneg with a huge reveal like a sorority on bid day. This way, each member has someone older and with more BBYO experience to walk them through how our order's functions and our region's traditions

It is my duty to make every BBG feel valued. These efforts do not end with BBG but extend to the values of Alephs. I will work alongside my counterpart to ensure that Alephs get the same experiences. Keeping this priority in mind, I will work hard and I will continue to drive towards maintaining a strong MIT/AIT class and giving more teens the pluralistic, inclusive Jewish experience that each teen deserves.