

### **Candidate for the 30<sup>th</sup> North Carolina Council Morah - Zoe Wojnowich**

As we enter our thirtieth year of NCC, our movement is poised to grow larger than ever before. As we expand, we must remember the foundation of our strength: our sisterhood. It is not the quantity of time we spend together, but the quality of the relationships we make that keep us coming back. In our thirtieth year, NCC has the potential to increase not only in quantity, with greater numbers of chapter registration and convention attendance, but also in quality, with stronger bonds than ever before, through direct efforts to strengthen our sisterhood.

I will begin by prioritizing sincerity, kindness, and inclusivity at every level. To incorporate these values, we must start at the beginning, remembering that our cold-calls are not simply lists, but individuals who have the opportunity to experience something amazing, and it is our privilege to help them get there. When we ask prospects to join our chapter, it is not to hit membership goals, but because we want to spread the love we are surrounded by, and we must prioritize expressing this in all prospect-communication. We must enhance the “7-second rule” through purposeful planning, in the form of Big-Little sisters/families, sisterhood-centric programming, and a focus on inter-grade relationships. At the Council level, I will prioritize these values in the form of letters to BBGs at summer camp, personal, genuine invites to Council/Regional experiences, and diligent efforts to get to know every BBG as a unique individual.

To strengthen our sisterhood and improve retention efforts and convention attendance, we must strengthen our Regional relationships. This starts with our MITs. I propose a “pen pal” program, in which each MIT will be assigned a “pal” from across the Region, pre-MIT-AIT. These close, long-lasting bonds will build excitement for MIT-AIT, while easing nerves attached to the “first-convention-experience.” Furthermore, we must incorporate Regional-sisterhood-centric-programming at every convention, from MIT-AIT onegs, to a “not-so-secret-admirer” complements ice breaker.

Finally, we must enhance the impact and enjoyment of re-education efforts. I will prioritize revitalizing Regional spirit, through efforts to review AZA and BBG cheers at the chapter level with “spirit packets,” and throughout conventions. Additionally, I will begin a monthly Regional “Fireside Chat” program, giving upperclassmen a platform to share their stories and inspire lowerclassmen. This platform can be utilized by Council Board as well, from pre-convention hype-up and Q-&As to Morim re-education efforts. In terms of BBG/BBYO education, I will help chapter Morim to inspire their members with the most impactful information, through an easily understood, meaningful “76-years-of-BBG” packet and thoughtful programming maps.

Overall, I promise to be a dependable and hardworking counterpart and leader. I understand that each individual chapter, varying in size, location, diversity, etc. has unique assets and obstacles. From individual calls for one-on-one advice and Regional counterpart calls for complete idea-sharing to fill in gaps, to packets and videos filled with tools and advice, I will equip each of my counterparts with the best tools to succeed.

Together as one, forever united, the sky is the limit.