

**Thalia Terlecki**  
**Candidate for 29th North Carolina Council Mazkirah**

My sister B'nai B'rith girls. My vision for the North Carolina Council is one in which our membership is exceptionally well-informed, highly-motivated, and maintains a powerful presence at summer programs and international events. We are already an amazingly beautiful region, but I plan to make us the brightest region out there.

My three steps to achieve this vision involve spreading information about International Convention to all grades, extreme promotion of all summer programs, and improved member-to-member communication within the region. International Convention is so often presented as an opportunity for sophomores, juniors, and seniors. I would like to promote International Convention to all grades, including 8th graders. Although IC is not open to participation for 8th graders, I feel that promotion within this age group is warranted to generate enthusiasm.

Summer programs are also a crucial part of the BBYO journey and there are so many opportunities available. To promote all programs, such as ILSI, Ambassadors, Passports, and March of the Living, I would like to assemble testimonials, both written and video, from prior attendees. I would encourage them to offer detailed input as to how valuable these experiences have been for them. In addition to extending outreach to 8th graders, I would be more communicative to 9th graders and their parents. Since parental involvement is critical to meeting registration and member attendance, I would be sure to copy them on communications involving convention details.

I am a firm believer that brevity is the key to communication. Thus, while relays of information should be conducted regularly, they should also be concise. I would also be sure to keep all mazkirim well-informed, as they would serve as a source for general BBYO information. I would utilize all social media platforms to spread the word about upcoming conventions and programs. I would work with the safranit to revive the snapchat, continue push weeks, and incorporate competition into social media; for example, if a chapter were to have the most members sign up for a convention due to messages on social media, they would get a special prize at a convention. On social media, short videos would be included about first hand experiences at summer programs and IC.

I'm truly passionate about encouraging others to seek the BBYO experience, and for constantly looking to make it even better for members within NCC. I feel confident that my motivation and communication skills will prove valuable to helping us accomplish our goals. I would make sure NCC is the sweetest and strongest region out there. Thank you my sister B'nai B'rith girls.