

Sarena Gisser
Candidate for 29th North Carolina Council Morah

My sister B'nai B'rith Girls, my name is Sarena Gisser, and I am aspiring to be your 29th North Carolina Council Morah. Ever since I joined BBG as an eighth grader, this sisterhood has played a strong role in who I am. If elected, I will ensure that sisterhood remains prevalent and powerful to all BBGs.

I have attended all conventions since Spring Cultural 2016. I have been apart of multiple steering committees. I am also one of the two coordinators of Spring Cultural this year. In addition, I attended CLTC 2 2017. As a freshman, I held the position of chapter safranit/mazkirah, followed by N'siah of Etta Spier. I then moved and founded, my heart and home, Sababa BBYO. There, I have served as N'siah as well as other board positions.

If elected, there are three main aspects of the position that I want to enhance. First, recruitment. Coming from a new and small chapter, I have learned how to be creative with finding new members. I will make sure that small chapters thrive by reaching out to their community, synagogues, and JCCs. In addition, I will ensure that larger communities will continue to succeed by setting quarterly goals. With all communities, I will make sure that the use of prospect lists are prevalent since they are so useful. One thing I will focus on is making sure that the recruitment process will be personalized, as well as relationships with MITs. I will hand write special and individual cards or messages to new MITs.

The next thing I want to enhance is retention. All members of our order are uniquely important, and it is essential to ensure that everyone stays involved. I will create and work with retention committees that will reach out to members on a regular basis. In addition, I will make and send out personal cards or make calls to members who have stopped coming to programs to respark their flame. To make seniors last year special, I will implement the use of a survey to see what they want for their last year, and at conventions we will have special dinners or onegs for seniors.

Third, education. To make sure MITs know about our order, I will create a special "BBG Book" designed for MITs that will be filled with history, traditions, and fun facts. These books will be given to MITs who attended MIT/AIT and those who didn't. This will ensure that all new members will feel welcome and not lost in our order.

If elected, I will be there for everyone. It is essential that everyone feels comfortable, safe, and loved. We must create an open and welcoming environment for everyone. I plan to do this by making myself available to talk to anyone, and I will create personal relationships to make sure that everyone is happy.

I understand the responsibilities and importance that this position holds, and I am beyond ready to serve our council.