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Nevertheless, WE persisted. North Carolina Council B'nai B'rith Girls, WE are a powerhouse over 250 BBGs strong. But how can we, together, formulate a unique and meaningful experience for every person in our reach?

First, we'll start by giving people more opportunities for leadership. This'll be accomplished by remodeling our Regional Leadership Network after the International Leadership Network. In addition to chair positions and coordinators, it'll more comprise of committees with a broad goal. Examples include a Zaporozhye Committee, Constitutional Committee, Tikkun Olam Committee, etcetera. They'll have monthly calls to discuss whatever hot seat topics they're interested in further analyzing. Throughout the year, these committees will find a way to compile their information to use as a resource to teach the rest of the region about what they've learned and will have leaders who'll help plan the calls and organize discussions on them.

Another step I'll encourage NCC to take is to revitalize registration: membership, events, conventions, and summer/international programs. We'll create a sense of FOMO that'll be fostered to result in skyrocketed registration. Ways to increase registration include social media campaigns, calling parties, registration parties, and educating people about events well in advance! If someone hears about a convention 2 days before registration closes, odds are they're going to be iffy about signing up. If our Mazkirim and Sophrim work together to create promotional videos that show members how fun conventions are, more people are bound to register because they won't want to miss out. This is also accomplished through strong communication throughout all boards and chapters! Next, personal outreach is imperative. Getting a call from a chapter friend encouraging you to sign up for their favorite upcoming convention, or getting a handwritten note from a girl in your chapter at ILTC makes you much more likely to be interested and then sign up. Exceeding registration and attendance goals gives everyone in BBYO the opportunity to become involved by strengthening their leadership skills and Jewish identity.

With more opportunities to be involved within BBYO, we must allow more people to become a part of BBYO in the first place! This means starting to expand NCC to the Lake Norman area and strengthening connections in Blacksburg BBYO. This'll start with reaching out to Jewish leadership there and educating people, then will follow with providing transportation for teens there to attend events in Charlotte, then we will start hosting a few programs in the area! Slowly but surely, BBYO can start its presence there.

When an audience is enlarged, there's more opportunity for attendance. Once attendance and registration are surpassed, platforms can be spread. Spreading the BBYO platform is furthered by providing more opportunities for people to take lead. These steps are vital for BBYO to continue the endless cycle of growing the movement while ensuring that everyone gets to lead. We need these steps to ensure that our empowering movement is spread to every Jewish teenage girl in North Carolina so that she too can persist like never before.