

## Candidate for 31st NCC Aleph Godol- Aleph Zachary Aidan Schuler

As I think to myself of what North Carolina AZA will look like, I realize just how strong AZA is. In the midst of this crazy pandemic, AZA has thrived. In the middle of the year, AZA hit its recruitment goal and hit it while primarily doing virtual programming. This shows how AZA is an incredible community. We have adjusted to these unprecedented times and learned how to adapt to whatever the world throws at us. Not only that, but we also found a way to make AZA grow. AZA is not only thriving now, but the confidence that our brotherhood can handle anything will give us the momentum to thrive for years to come.

### AZA is set for a bright future.

I see a growth in AZA recruitment, a growth for the incredible chapters across NCC and Eastern Region, and a growth in Aleph engagement. And when I refer to growth in Aleph engagement, I am not referring to only board positions.

To help AZA reach its full potential, I believe that we need to hone in on recruitment, chapter growth, and increasing Aleph engagement in non-leadership positions. My first method to increase recruitment is through incentives. I want to work with the Council Moreh to create personalized incentives for each chapter on recruitment numbers. If they hit a specific goal, they will get a certain prize and if they surpass that goal, that prize will only grow. Incentives can be things such as gift cards to local restaurants. Additionally, I want to instill the idea that on any level, whether it's council or chapter, recruitment does not fall on just the Moreh. Chapter recruitment is a chapter-wide initiative that anyone and everyone should participate in. Next, for chapter growth, I want to focus on AZA Education. I want to work with the Council S'gan and Moreh to create fun and engaging programs that each chapter will use to educate Alephs on the ins and outs of BBYO. The best part of BBYO is the inside jokes and understanding the nuances of this youth group, and I want to make sure every new member is aware of what this incredible community can offer and how BBYO is run. Lastly, I want to instill not only the importance of being a leader, but of being a general member. I want every brother Aleph to know they are a valuable part of this organization. Being a leader in BBYO is important and fulfilling but it is not for everyone. For some people, they are most satisfied and get the most out of BBYO by being a general member. That is just as important to the future of BBYO as being on board.

The most important part of BBYO is being a part of the BBYO brotherhood.