

**Aleph Cole Pressler** (Portland – Sol Stern AZA)

### **Vision Statement**

My vision for our region is one where every chapter, large or small, effectively engages their members and finds ways to have a consistent stream of new prospects over time.

I will help chapters tap into previously under-utilized recruitment methods, such as synagogues and Jewish middle schools.

One of my top priorities is focusing on helping chapters retain members so that they don't become inactive. A considerable part of membership comes from teens who only come to a few meetings. Chapters must not stop recruiting after prospects sign up; this is the time when it is most vital that chapter leaders and older members must follow up with and persuade new members to come back.

By rekindling interpersonal connections with these members and instilling a sense of importance and belonging, chapter leaders will be able to reactivate these members into their chapters.

Prospect lists should be utilized more, as they are an organized way to keep track of who needs to be contacted. I also feel that communication can be streamlined much more efficiently using persistence and contacting prospects frequently and repeatedly.

Along as carrying out these responsibilities that I've outlined, I will work hard to uphold the tradition of AZA and instill a sense of brotherhood in every member.

EGR will succeed if we continue to learn, grow, and refuse to give up. I hope I have the opportunity to work with you in the future and help you employ confidence and a strong will to be successful.

### **Mission Statement**

My mission in BBYO is to provide the best experience for every member of EGR. I want to help everyone be able to recruit effectively and strategically; my overall goal is to help BBYO members achieve personal growth so that they will, in turn, be inspired to become leaders themselves.