

My sister B'nai B'rith girls,

50 countries, 70,000 teens, 76 years of BBG history all connected by one factor. We all are here today for a reason, if it weren't for that girl who welcomed you to your first event, that text you got from an anonymous number, that BBYO dance your parents forced you to attend you would have never found yourself here.

Michigan region's unique chapters provide a home for any prospective member. Considering each chapter is so distinctive, recruitment strategies must be individualized for every chapter. I plan on kick-starting the year by meeting with each chapter president and MIT mom to get an idea of what types of recruitment tactics work for their specific chapter. I also plan to send out a sample prospect list to all the Morim, this way prospect lists will be organized and include all the necessary information.

In addition to assisting with recruitment tactics, I will encourage Morim to work on chapter retention. One of the best ways to increase event attendance is by having exciting and new events following RC. That's why I intend to collaborate with the future Regional S'ganit and create an "After RC Program Bank" accessible to all chapters. This program push will ensure an increase in chapter retention. Another way I plan on assisting chapter attendance is by sorting through chapter rosters with N'siot and Morim to help create a suggested list of girls to invite to chapter functions.

Promotion is key when it comes to event attendance, that's why I will work along with the Makarim to promote all chapter events, flyers and fundraisers! I also plan to share out a suggested texting timeline, so the future MIT Moms of Michigan region can properly and effectively interest prospective and inactive members.

The Young Leadership Convention is our region's main focus when it comes to Re-Education. My sophomore year I had the privilege to serve on the planning committee, where I realized this convention must be reformed to educate MIT's and AIT's not just on the standard BBYO curriculum, but on what these young members are interested in. Together my counterpart and the YLC Coords will work together to ensure teens have programming that will keep them engaged and will foster friendships between chapters.

Serving as chapter MIT mom and N'siah taught me a great deal about welcoming members properly into BBYO. I intend on sharing all I have learned with my counterparts in order to recruit, retain and re-educate all members of Michigan Region. Every Jewish Teen deserves the chance to be a part of such a powerful and supportive organization. If elected I will reach out to teens from all parts of Michigan, bringing them into this inspiring community. I will make it my personal responsibility that every Jewish Teen receives the gift of four years in our infinitely growing Sisterhood and Brotherhood.

Submitted with Undying Love, I forever remain
Emily Sam Nusbaum
Proud Candidate for Your 76th regional Aym Ha Chaverot