BBYO is a place for everyone to be included. To be included means to be informed, communicated with, and heard. After I joined, BBYO became a safe space for me to be myself. I felt this way because I immediately felt a kinship and was able to express how I felt to my BBYO peers. I want all Jewish teens to have this opportunity. In order to help those like me, I will inform everyone in the region about upcoming programs, meetings and fundraisers by using new forms of media. The organization welcomes everyone, meaning we should be representing our teens and engage as many different people as possible.

I will make a website (as I did for my chapter) where parents and teens will be able to find updated news to stay informed. This website will contain an ongoing calendar, a promotion video, and approved blogs from current members and alumnus who have been touched by BBYO. Similarly, a newsletter being sent in a weekly email will be helpful to keep members and their parents updated. I will have an event recap from the teen’s perspective. This way, our voice will be heard. Our opinions can reach an audience. It is important for parents to see the information as well so they are more inclined to let their teen go to events.

I will stay in contact with my counterparts, other peers, and staff to communicate about how the region can be bettered. Constant communication is vital to keep everyone in the loop. I will respond to any text, email, or other message within 48 hours to give anyone the information that they need. If a teen is new to BBYO and does not know any members to reach out to, there will be online information that is able to be found easily.

Having a strong online presence is a top priority for me. Michigan Region should have a positive appearance to those looking at our social media. Using eye-catching logos and posters, a strong brand, exciting words, and new media will motivate teens to come to BBYO. Teens will see our presence on apps like Tik Tok and get excited about joining the organization. Being readily available for prospects to see what BBYO is like is essential to improve membership.

BBYO has helped me in so many ways and I want it to do the same for others. By using different forms of communication and reaching out to the widest audience possible, I will be helping my peers get the same outcome as I have. There is so much potential for our region to expand its audience both virtually and in person. Through increased positive promotion on social media and in emails, we will be able to reach new Jewish communities across Michigan— outside of Metro Detroit. By constantly communicating with my counterparts, staff, and the board, we will be able to work collaboratively and achieve our goals faster. I envision a Michigan region that’s active equally on all social media’s, and includes teens of all different Jewish backgrounds.