

Abigail Shoshana Lev

caucusing for the high and honorable position of Nassau Suffolk Region's 63rd Mazkirah

Seedlings - Summit BBG #2299:

- Mazkirah for the 2019-2020 programming year
 - Set up Pen Pals with Tikvah BBG in CVR
- Spring overnight '19
- Winter overnight '19
- Member in high standing since March '18
- Attended a majority of chapter events since September '18

Sprouts - NSR #19:

- Winter Convention '18, '19
- Spring Convention '19, '20
- AIT MIT/New Member Overnight Winter '18
- Steered Spring Convention Promo and Design '20
- J-Serve '19, '20
- Steered J-Serve '20
- RLTI 1 '19
- BBYO on Demand Planning Committee '20
- Editor in Chief and Writer for Press Corps/BBYOutlet for the 2019-2020 programming year
- Attended a majority of regional events since September '18

Flowers - International Order:

- International Convention '20, '21*
- Steered IC LEADs Day '20
- International Leadership Training Conference '20*

* Denotes Future

My sister B'nai B'rith Girls,

The roots of the plant are arguably the most important part. The only way a flower or tree can proliferate is if there is a strong support system below the ground. The roots of BBYO are found within communication. By fostering this aspect of BBYO, we can become stronger and grow as a region. The parts of communication are represented through the water, food, and sunlight that a plant needs in order to survive. Social media, promotion, and counterpart communication are all necessary aspects of the sustainability of the region and the members within it. By providing the region with these nourishments, we will be able to expand our network and reach more members. I hope that you give me the ability to strengthen our roots and allow our NSR plant to grow to its full potential during the upcoming term.

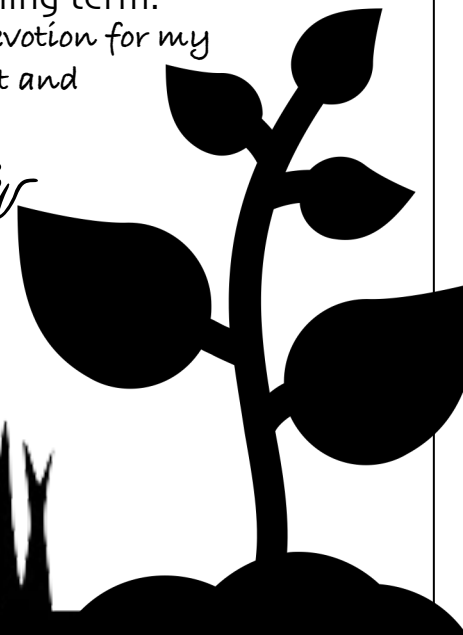
Submitted with undying love and devotion for my sister BBGs, NSR #19, and my heart and home, Summit BBG #2299,

I forever remain,

Abigail Shoshana Lev

One damn proud candidate for the position of Nassau Suffolk Region's 63rd Mazkirah

Abigail Lev



Goals & Ideas

COMMUNICATION/PROMOTION:

- Send out monthly editions of the BBYOutlet
 - Enlist various guest writers
 - Have a Press Corps committee
 - Recognize a BBG and AZA of the month
 - Choose a “social media moment” of the month where one chapter is recognized for an excellence in promotion or an event
- Uphold a 24-hour accountability
- Take efficient and organized minutes
- Make informative flyers for each event and spread them throughout the region
- Promote, maintain and update the regional website with:
 - Photos from each event
 - BBYOutlet editions
 - A calendar of upcoming events
 - Feedback/contact section for members
- Create a regional yearbook at the end of the term
 - Yearbook committee to input ideas and help create
- Promote summer programs through a video containing clips from past attendees
- Have teens who went on IC send in clips and assimilate them to make an IC promotional video
- Collaborate with Sh’lichá in order to release monthly “Judaism Updates” discussing what is happening with Judaism around the world
- Emphasize merit and need-based scholarship availability
- Make GoPro videos after each convention and post them on the Instagram to promote future conventions

COUNTERPART COMMUNICATION:

- Constant co- and counterpart communication
 - mid-year progress calls
- Plan at least one counterpart bonding session per quarter
- Ensure counterparts take systematic minutes and share them after each board or business meeting
 - make an informative packet to distribute to counterparts at RLTI
- Ensure that all Mazkirim, Katvaniot, Orechot, and Smechot are keeping up with their responsibilities

SOCIAL MEDIA:

- Instagram Story Venmo-templates for Giving BBYO Day
- Design Geofilters for regional events
- Host social media challenges prior to conventions or other large events to increase member sign ups
- Enlist all forms of social media including Remind101, GroupMe, Instagram, Snapchat, Facebook, Twitter, etc.
 - Use “tag a friend” and other similar ideas to increase promotion
 - Create Instagram story templates to spread throughout region

OTHER:

- Attend all regional events
- Be available to help counterparts whenever necessary
- Create a PenPal system with BBGs in another region

“What we plant in the soil of contemplation, we shall reap in the harvest of action.” -Meister Eckhart