

CANDIDATE FOR THE NASSAU SUFFOLK REGION'S 63RD
AYM-HA CHAVEROT
Emma Dorfman

VISION STATEMENT:

If I was elected as NSR's 63rd regional Aym-Ha Chaverot, my vision is to recruit the future leaders of our region, and keep the amazing sisterhood in our region alive. My biggest goal is to make sure every BBG knows she has a place in this region. I want to help our chapters reach their membership goals, and use MRIHA to help with recruitment and retention! In my vision, I want to try out new things, such as MIT only events, and senior only events to ignite (or re ignite) the flame. I also envision trying out different campaigns such as "rush" and having an intake night to help take our recruitment to new heights. I will work tirelessly with my counterparts, board and staff, to make sure all BBGs in our region are thriving, and that we are recruiting more who will thrive shortly!

There are about 100,000 jewish teens on Long Island that NSR does not reach. How do you plan to change this?

Publicity is a major way to connect to the jewish teens on Long Island that are not in BBYO. One way we can expand our publicity is working with our Mazkirah to create flyers about BBYO and have them posted in various locations such as synagogues, schools, supermarkets, camps etc. Another way is to go into other jewish organizations such as hebrew schools and give a short presentation about what BBYO has to offer. Through our publicity, we can draw prospects and parents to an "Intake Night" event. This event would have representatives from every chapter to lead a mini program for jewish teens in their area while their parents get information on our region and the chapters.

Senior retention and freshman recruitment are imperative to the stability of NSR, what are some ideas on how to increase both forms of membership per year?

Senior and freshman retention would be two of my major focuses if I was elected. Some ideas I have for senior retention include sending out "We Miss You" cards to our inactive seniors. A hand written, personalized card inviting our seniors to come back to our family would make them feel loved. I also want to create "senior wills." This would be a written letter to everyone in our region about their experience, with any special shoutouts they want. Since not everyone is able to give regional or chapter life, our seniors will still feel important. As per freshman retention, I would love to plan freshman or underclassmen only events inspiring them to find a passion in BBYO and to ignite their flame from early on. I would also like to have "surprise and delight" gifts for them during convention so they feel that they have a purpose and are welcomed.