

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

Jillian Lee Zimmerman

**VISION STATEMENT:**

My sister B'nai B'rith Girls, I, Jillian Lee Zimmerman, am caucusing for the high and honorable position of your 63rd Aym Ha Chaverot. My most important goal to accomplish this term is making NSR a safe and welcoming environment for all BBGs on Long Island. By serving as your 63rd Aym Ha Chaverot, I am going to make it my duty to build foundations for MITs to find their place in NSR. Additionally, I want to provide an environment in which all upperclassmen continue to feel appreciated in our region. If elected, I promise to ensure that every BBG in NSR feels the same passion for BBYO as I do.

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

There are many Jewish teens that NSR does not reach. In order to change this, I believe it is crucial to encourage chapters to expand recruitment into towns that their chapters are not predominantly from in addition to recruiting within their hometown. Where there is Jewish life, there should be BBYO. We must expand our horizons into neighboring towns that have not felt the impact of BBYO yet, not just the towns we are comfortable recruiting from.

**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?**

Retention and recruitment are the foundations that helped NSR become the powerhouse it is today. My first recruitment idea is hosting a regional rush month in which all of the chapters in NSR are tasked with recruiting as many teens as possible into their chapters. Each chapter would host a variety of events, such as chapter new member overnights and kickoff events, in order to make their new members feel excited about joining BBYO. Rush month would end with induction ceremonies in each chapter. I believe that induction ceremonies should be seen as an exciting event, rather than an obligation or chore for chapter boards. The induction ceremony is the event that lights BBGs flames and begins their BBYO journey. Due to this, I will host a call with my counterparts in order to brainstorm innovative inductions ideas and make a shared folder with past successful scripts. Retention is also an extremely important aspect of a successful region. Without dedicated members, a region cannot thrive. I want to introduce a regional upperclassmen overnight dedicated specifically to helping upperclassmen relight their BBYO flames. Additionally, this overnight will be equipped with an upperclassmen steering team in order to continue to make upperclassmen not in leadership positions still feel passionate about BBYO. I hope with these ideas, we can make NSR an even more welcoming and inclusive environment.