

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

RACHEL PERLMUTTER

VISION STATEMENT:

There are about 100,000 jewish teens on Long Island that NSR does not reach.

How do you plan to change this?

I think one way to recruit teens on Long island that NSR does not reach would be to work with my counterparts on having two chapter kickoffs instead of just one so that there's more opportunity to have prospects at meetings. One kickoff would be the annual paint party at the beginning of the year, and the next kickoff would be a recruitment meeting a few months later. At this meeting members would be highly encouraged to bring a friend who isn't in BBYO either from their chapter's town or another town on Long Island. Prospects would be able to join their friends at a meeting filled with fun games, activities and experiences that will make them want to immediately join BBYO. I would also love to introduce an NSR recruitment rally with my counterparts where I can meet with my counterparts for an afternoon and we'll start a phone tree by directly calling the numbers of members we're looking to recruit. I think this will be very successful and is a more personable way to recruit members. These ideas I think will certainly help us grow the movement and maintain a stable region.

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 retention and freshman recruitment are vital to having a successful region which is why I would love to work with the S'ganit on having less traditional programs for the upcoming year. NSR rarely steps out of their comfort zone with new programs, and as much as everyone loves our traditional kickoffs we can look forward to, they can also seem boring to seniors and the new members will expect them. Adding in surprise new programs I think will excite the new members and keep the seniors on their toes. One idea I have for a new regional program is a BBG Alumni Event. This event would be during a time where colleges are on break so that we can invite back BBGs of all ages who have ended their BBYO life but want to come back for a night full of fun traditions, storytelling and sisterhood bonding. Everyone knows the worst part about BBYO is ending your life, which is why I think implementing this program would give all BBGs something to look forward to after they graduate and be fascinating, especially for new members, to see how BBYO has impacted peoples' lives. Another program idea I have for both recruiting and retaining members from all grades would be to have grade wars. This event would be similar to camp colorwar and it would include all grades competing against each other in various events. I think including these programs as well as others will certainly help NSR hold onto their seniors and recruit more freshmen.