



AVA JACQUELINE CAIATI

caucused for the high and honorable position of NSR's 64th

REGIONAL MAZKIRAH

QUALIFICATIONS

PAR PAR BBG #2538

- Chapter Mazkirah '20-'21
 - Created first chapter website
 - Made all monthly newsletters
 - Took minutes at every board meeting
- Active and dedicated since joining
- Attended all chapter meetings since joining

NASSAU SUFFOLK REGION #19

- Spring Convention '20,'21
- Winter/Fall Convention '20**
- AIT MIT/New Member Week '21**
- NSR Press Corps '21
- Sisterhood Weekend '21**
- NSR BBYO On Demand Planning Committee '20
- J Serve '20,'21
- Sisterhood Overnight '20,'21
- Kickoff 2.0 '20
- RLTI '20,'21
- Kickoff Shabbat '20
- Kickoff '20
- Israel committee '21
- Attended all regional events since joining

INTERNATIONAL ORDER

- ILTC '21*
- CLTC Connect 1A '20
- International Convention '21**
 - Leads Day**
- Anita M Perlman BBG Leadership Academy '21
- Press Corps '20,'21
- IC Press Corps '21
 - Social Media
- Standing up for Upstanders
 - Ed & Web '20
 - Social Media '21
- Genocide Education Committee '20,'21
 - Social Media and Programming '20
- Membership Task Force '20,'21
- Rise UP Task Force '20,'21
 - Social Media '20
- Wellness Task Force '21
- Explore Israel '20,'21

AWARDS

- Silver Star of Deborah Award '21

** DENOTES STEERED
* DENOTES FUTURE

MY SISTER B'NAI B'RITH GIRLS,

Much like the B'nai B'rith Girls, the Powerpuff Girls are a strong and courageous group of girls. We each bring our own superpower to the region, just as Blossom, Bubbles, and Buttercup bring to Townsville. As the Powerpuff girls use their superpowers to save the world, we can use our passion and leadership to bring NSR to its full potential. The Powerpuff Girls aren't a solo act, they're a group of hardworking girls that use teamwork and cooperation to make the world a better place. To have a successful board, we all need to work together just as the Powerpuff Girls do. In order for the Powerpuff Girls to be victorious, the mayor keeps steady communication with them and informs them of any conflicts within the city. The Powerpuff Girls soar through the sky accomplishing their goals, just like I will bring our communication and presence on social platforms to soar to new heights. According to Professor Utonium, a Powerpuff girl is made up of sugar, spice, and everything nice. A Mazkirah is made of leadership, communication and promotion skills, creativity, and passion. As Mazkirah, I will encourage every single BBG within our region to use their unique talents and passions to be a powerful leader, just like the Powerpuff Girls. I will aim to make NSR's communication, promotion, and connecting with other BBGs across the region the most powerful it can be.



**SUBMITTED WITH UNDYING LOVE AND
DEVOTION FOR EVERY BBG, NSR #19, AND
MY HEART AND HOME PAR PAR BBG #2538
I FOREVER REMAIN AVA JACQUELINE
CAIATI, ONE DAMN PROUD CANDIDATE
FOR YOUR 64TH REGIONAL MAZKIRAH**

**"AND WE'RE NOT
AFRAID OF ANYTHING
AS LONG AS WE
HAVE EACH OTHER."**

-BLOSSOM



SOCIAL MEDIA

- Utilize Instagram to promote and advertise events and share photos from events.
- Work with the Aym Ha to create an NSR BBG Instagram account to strengthen and spotlight sisterhood in one place. This account can include..
 - Question boxes and polls to collect feedback from general members.
 - Photos of BBGS at events to emphasize the strength of sisterhood within our region.
- Make a linktree for the NSR Instagram bio to keep important links in an easy and accessible place on social media.
- Monthly Instagram takeovers from regional board members
- Create an NSR parent Facebook group
- Strengthen the use of Twitter and Snapchat for promotional purposes
- Post on the NSR Tik Tok (general members can submit videos for a chance to be featured)

PROMOTION

- Detailed, informative, and visually pleasing graphics and flyers to promote each event, to be spread throughout the region.
- Get submissions from people who attended a summer program of their experiences to include in a summer promo article and video.
 - Prioritize a stronger NSR presence at summer programs through promotion
- Frequent promotion in Group Me. Create calendar events including the RSVP feature in the Group Me to collect attendance and manage who is attending each event
- Photos and videos will be taken during conventions to create promo videos, such as an IC promo video to increase NSR's IC attendance
- Use the NSR Instagram account to help promote chapter social media accounts

GOALS



IDEAS

COUNTERPARTS

- Create a regional counterpart toolbox of helpful resources
 - Includes a minutes template, flyer/promotion tips, newsletter and email formats, etc
- Consistently make myself available to assist counterparts by setting up check-ins
- Monthly counterpart calls
- Work with the KOMS Network to make a penpal system

OTHER

- Work with the Aym Ha to create an NSR info sheet including a run down of who we are, pictures at events, and and social media handles to send out to new members and prospects
- Utilize the RLN Sunshine Committee to do takeovers on the NSR Instagram
- Work with the Gizborit to create Instagram story templates for fundraisers
- Shlichah Instagram story takeovers during holidays

COMMUNICATION

- Flyers shared across social media (Instagram, Group Me, etc)
- Create and manage an NSR website that includes...
 - Updated with photos from events
 - BBYOutlet editions and articles
 - Feedback forms and question box
 - Calendar of upcoming programs
- Utilize Twitter to live tweet during regional events and give election update
- Use Remind for mass texts to let members know about upcoming programs, events, and important reminders
- Post-convention/major event surveys will be sent out to collect feedback from members to improve program experiences and future conventions
- Send parent email updates at conventions
- Create a bi-monthly newsletter using BBYOutlet including what is happening within the region