

Candidate for the 57th Dixie Council Moreh - David Stark

Dixie Council has the potential to be a large and successful council. Every city within Dixie Council has Jewish teens that are not yet signed up for BBYO. If elected Moreh, I will work hard to make that change. At MIT AIT, Regionals, and Spring Convention next year, I see Dixie Council having a large number of members in attendance, many of which are new members. This is my vision for Dixie Council. If elected, I will work hard to gain as many new members as possible, along with ensuring the retention of both older members and new members.

Throughout the next year, there are multiple steps that I will take to ensure that I will achieve this vision. First, I will begin my recruiting over the summer. This will allow me to spend more time reaching out and communicating with prospects, allowing the prospects to become comfortable with some that is in BBYO before joining. This will also give me more time to promote MIT AIT Convention to prospects, giving them something to look forward to once they join BBYO. After the summer is over, I will continue to keep in consistent contact with prospects as the new BBYO year begins, hopefully helping them to become new members and go to MIT AIT Convention. I will likely be able to get more Dixie Council representatives at MIT AIT if I begin to reach out to prospects over the summer instead of right before MIT AIT. The next step that I will take to ensure that I will achieve my vision is I will check on new members throughout the year, either in person or through text, to make sure that they are going to programs and having fun in BBYO. Throughout these "check-ins", I will also promote upcoming regional events, such as Regionals, Sweetheart Beau Dance, and Spring Convention. By promoting these to new members, I will hopefully be able to keep new members active within BBYO. My third step in achieving my vision is I will have many calls with my chapter counterparts. In these calls, I will communicate with them to see what I can do in order to help them be more successful in recruiting within their city. Additionally, I will ask each chapter counterpart to create a monthly membership goal, one that both they and I are to be held accountable for recruiting that number of people in the following month. Instead of yearly goals, this helps to make sure that everyone is working to gain as many members as possible.

As stated above, Dixie Council has the potential to be successful. I feel as though the steps that I have put forth will help Dixie Council be more organized which will help us be productive with recruiting. Additionally, I feel as though the steps will help us be more cohesive as a whole, which will help to ensure that every chapter is becoming successful. With the proper steps in place, the potential of our Council can be turned into a reality.