

Marlie Berger
Lena Karesh BBG
Vision Statement

My vision for Dixie Council is to improve programming and change the way chapters communicate. I want to have programming be as fun and inspiring as possible. I want people to leave the program feeling better than when they came. I want the board to have a connection with each individual chapter and be able to come up with ideas for programs, and have calls to innovate programming. 3 concrete steps I will implement to accomplish are:

1. Better attendance and membership: I will work with the morim to advertise, spread information about the programs, and increase membership activity and attendance rates. I will form personal connections with each member, thus making the program more comfortable and accessible to people.
2. Better funding: going along with membership and attendance rates, the more people in a chapter, the more fundraising we can do. The bigger the fundraiser, the more money we get for programs, and the better and higher quality they are. Which will then lead to more people being involved and coming to them.
3. Scheduling calls with chapters and s'ganim: I will work closely with the chapters to schedule bi-weekly calls and get new ideas flowing on how to improve their own chapter. If a chapter is struggling with membership, I will work with them personally to get a plan together on how to improve that. Personal messages, fun programs, new member meetings, and kickoff parties are all examples to recruit more members that I would help chapters with.

Why should we follow this path? Because I want to see Dixie thrive and these areas will be the first step. If you vote for me for your 57th dixie council s'ganit, you can expect to see a change in this council. My vision for the council will improve people's experience at BBYO, improve individual chapters, and reassure strength in Eastern region.