

Qualifications

- attended XX 2018, 2019
 - **lead programming workshops with the regional S'ganim (2019)**
- served as chapter Morah '18-'19
 - played a major role in recruitment of new chapter members
- **served as the Dixie Council 56th S'ganit**
 - **coordinated Regionals 2019** alongside regional counterparts
 - coordinated States ceremony for Spring Cultural 2020*
- planned and recruited for inclusive chapter programs alongside Lena Karesh BBG #277 and Paul Schwartz AZA #254 boards
- **promoted regional and chapter events via @colabbyo on Instagram**
- recipient of the Silver and Gold Star of Deborah International Award
- attended International Elections 2020
- coordinated and attended engaging programming through **BBYO OnDemand**

Hallie Kate Matzner
of Lena Karesh BBG #277

a proud candidate for your

Dixie Council 57th Morah

“I didn’t get there by wishing for it or hoping for it, but by working for it.”

~ Estée Lauder

★ denotes upcoming

*denotes cancelled due to COVID-19

Events Attended

(Qualifications cont.)

- Dixie Spring Convention 2018, 2019, 2020*
- **Regional Execs 2018, 2019**
- Junior/Senior 2019
- **MIT/AIT 2018**
- Regionals 2018, 2019
- Sweetheart Beau Dance 2019, 2020
- International Convention (IC) 2019, 2020
- Int’l Leadership Seminar in Israel (ILSI) 2020★
- ◆ In addition to the events above, I have attended and had a role coordinating every chapter program I’ve been eligible for in Columbia since 2018, as well as attending chapter programs of other cities.

Recruitment

- travel to each city in Dixie at least one time during my term
- **provide extra assistance to Greenville** and their advisors to ensure growth similar to other chapters
- work with council S'ganim in order to **utilize MRIHA** and promote **other appropriate funneling methods** for programs
- create a **promotion video** similar to those of Regionals and IC for the less-hyped conventions (i.e MIT/AIT)
- offer monthly information calls for prospective teens and their parents

Region

- assume the position/ work collaboratively with council Sophrim in order to promote recruitment and convention attendance
 - use photos and promotional videos
- incorporate the Camp Weaver **“Truddy System”** before MIT/AIT by **pairing three new members (one from each council)** in order to build friendships leading up to the convention
 - have registrants fill out compatibility forms

Chapter

- encourage MITs and AITs to attend conventions, summer programs, participate in chapter events, and run for chapter and/or council board
- reach out to newer members **to see how I can personally elevate their BBYO experience** on whatever level (chapter, council, regional, or social).
 - use **social media** to build more **personal relationships**
- insure that chapters are holding **inductions for MITs and AITs** and provide assistance if necessary

Retention

- **take input from general members** on how to make programs more engaging
 - find out what they enjoyed as a MIT or AIT
- incorporate techniques that have been proven successful in attracting and exciting **equal amounts of new members as well as upperclassmen**
- promote the benefits of being involved in order to give Life as a senior
 - encourage the **desire to give Life**



Council

- **work with S'ganim** to ensure that chapters utilize funnel programming
- weekly communication with each chapter's Morim to assist with any MIT or AIT programming
- calls to check in and review recruitment and membership goals with cities once a month
- **visit each chapter in Dixie at least once** during the term to assist with membership/programming

The BBYO Experience

(Additional Ideas)

- encourage and assist in the development of **Big-Little Network** within the council and region
- offer **pre-convention run-down calls** on Zoom/Facetime to calm nerves
- **pass on important Dixie traditions** and help new members find a love for BBYO (i.e **the Twig Ceremony**)
- build/help others **build great friendships throughout the region**

International

- utilize the aid of the international Aym Ha'Chaverot
- promote Dixie attendance at international events such as...
 - **International Convention**
- Summer Programs
 - **CLTC**
 - **ILTC/Kallah (Perlman)**
 - **Ambassadors Trips**
 - **ILSI**
 - **March of the Living**

MIT/AIT Convention

- arrive at Camp Weaver a day early with my cos and the selected trainers in order to prepare last minute details (similar to the Regionals leadership team does)
- create a **MIT/AIT GroupMe** for all convention registrants to ask questions, form friendships, and build excitement leading up to the weekend as well as keep MITs and AITs informed at convention
- plan **spontaneous challenges throughout the weekend** (with incentives) in addition to the mock chapter competition

