

Emily Kesser
Candidate for 30th Virginia Council N'siah

My sister B'nai Brith Girls,

BBG has been flourishing for 75 years since Anita Perlman created a chapter outside of AZA. Since then, empowered females have been working relentlessly to continue her legacy of sisterhood and compassion. Personally, I feel that we can continue her actions on the 30th Council Board through the installment of Council Big-Littles, implementing a "Giving Week", and enhancing leadership.

As we all know, the introduction of BBG was the first leap of faith on behalf of the order. I envision a council that carries on this legacy by breaking standards in moments thought to be impossible. Council-wide communication on behalf of all BBGs may seem impossible, but implementing a rush style Council Big-Littles program, with a strand specifically for prospects, would minimize the likelihood of under or over communicating to potential members. By improving relationships between older and younger members, it will instill a sense of sibling-like comfort, that will encourage outreach and, in return, support.

Transforming the highly successful giving day into a week dedicated to promoting cohesive relationships, summer programming, international initiatives, raising profit for ISF, and incentives to join BBYO, would allow Eastern Region to advance in year-long goals and future endeavours. Giving day is a virtual event that grants teens the opportunity to raise money for chapter funding as an aid for innovative and costly programming. With the utilization of social media platforms accessible for all, chapters will reach a full scope of opportunity to boost their funds. By incorporating a plethora of themes throughout the week, Giving Week will remain enticing while advertising members as well as future conventions and summer programs.

The organization of BBYO, centralizes the importance of teen leadership in its core values. Additionally, it emphasizes innovation, collaboration, and communication throughout the function. By enhancing the approach council board takes towards leadership, I believe that VAC would have the capacity to reach its full potential. Implementing standards and techniques to excite the new generation of BBYO is crucial to the prospering of our amazing region. Throughout programming, teens are presented with the opportunity to utilize their leadership when formulating a creative program that includes all members of BBYO.

If given the opportunity to serve as your N'siah, I will ensure that Virginia Council flourishes into an inclusive community that perseveres through standards to construct the best year of BBYO yet!