



**Progress.** That is our theme. That is the voice we speak with, and the vibe we give off. It is the energy within each of us; and the atmosphere around all of us. But most importantly, Progress is our future. Progress is our hope for a better tomorrow. Progress is what keeps us going. We have made great strides this past year by

creating a membership campaign, increasing communication, revamping Membership Kickoff Day, and rethinking the intake process. Our numbers are up, our communication is better, and the work we do is united more than ever. But we cannot and must not stop. Why go so far just to turn back? Why make a difference, and decide to stop caring? Why stop the Progress? So let's not. Let's continue up the mountain. Keep walking on this path. And eventually, our membership will skyrocket, and together, we'll have made Progress.

**Together We Will.** "Alone we can do so little; together we can do so much" (Helen Keller). Membership has never been and will never be the sole responsibility of one member or even a small group of members. Rather, recruitment is a team effort. A united task. A collective responsibility. Because while one member can make all the difference by recruiting just one new Aleph, the magnitude of our team efforts will further our progress even more. The Moreh may oversee membership, and put forth the greatest effort to increase numbers, but the job, the duty of every Aleph, is to recruit, so that our region, and our chapters, and all that we care about, is made stronger. Forget your chapter name, and forget trying to be better than everyone else, because they are your Brothers, and when you recruit for them, you help recruit for yourself. Apart we are strong, but together we are stronger. Apart we can, but Together We Will.

**My Brother Alephs,** together, let's *move forward*. Let's not let stagnancy stop our pride. Let's not let it stop our energy. Let's not let it stop our progress. We have come so far, and have done so much, and the future is as bright as ever. But this is our effort; this is our challenge. We must end the restrictive ways of the past and *move forward* as one Michigan Region. Through membership campaigns that bring us together, communication that helps spread knowledge, Membership Kickoff Days that are filled with prospects, and an energy that keeps us going and keeps us moving towards an even better future, we can and we will keep

*moving forward* ►



MICHIGAN REGION  
GREAT LAKES COUNCIL AZA  
2009-2010 Programming Year



*Aleph Jeremy Samuel Sherman*  
aspiring to the high and honorable position of  
**Regional Aleph Moreh**

**QUALIFICATIONS**

**Max Fisher AZA #337**

Founding Member  
Dedicated Aleph 2006-Life  
Aleph Sophomore 2006-2007  
Programming Chairman 2007  
Aleph Godol 2007-2008  
Aleph Kohen Godol 2008-2009  
Regional Convention Coordinator 2009+

**International**

CLTC Daniel Pearl AZA Aleph Gizbor  
IC Steering Committee 2009  
Stand Up! Initiative Committee 2009  
Recipient of Bronze Shield of David  
Recipient of Silver Shield of David  
Recipient of Tree of Life

**Michigan Region**

84th Regional Aleph Godol 2008-2009  
ETC Committee Member  
2007, 2008, 2009  
FC Committee Member 2007, 2008  
RC Committee Member 2007  
Rookie of the Year Hon. Mention 2007  
1st Place Extemporaneous Writing 2008  
3rd Place Oratory 2008  
Beau (Ruach BBG #83) 2007-2008,  
2008-2009

**Chapter Awards during Presidency**

TASC Community Service Award 2008  
\$500 I&F Club 2008  
Most Improved Chapter 2008

**EVENTS ATTENDED**

**Max Fisher AZA #337**

Chapter Mtgs 2006-Present  
Chapter Exec. Board Mtgs 2006-Present  
Chapter Programming 2006-Present  
Chapter Fundraisers 2006-Present  
Chapter Bittker Weekend 2007, 2008  
Chapter Inductions 2007, 2008

**International**

International Convention 2008\*, 2009^  
CLTC 7 2007  
ILTC 2008  
August Executives Conference 2008  
February Executives Conference 2009  
AIPAC High School Summit 2008  
ILSI 2009~

**Michigan Region**

AZA Council Meetings 2006-Present  
Young Leadership Conclave 2 2007  
Elections Training Conclave  
2006, 2007, 2008, 2009  
Fall Conclave 2006, 2007, 2008  
Regional Convention 2006, 2007, 2008  
Operation Counterparts 2006, 2007, 2008  
Membership Kick-Off Day  
2007, 2008, 2009  
Fashion Unleashed 2008, 2009  
Flag Football League 2006, 2007  
Basketball League 2007, 2008  
Council Installs & Awards Night  
2007, 2008  
Open Mic Night 2009  
Summer Programs Night 2009  
Jewish Heritage Nights 2008, 2009  
J-Serve Detroit 2009  
Executive Weekend 2008  
V.I.P. 2007, 2008

**KEY**

\*Denotes Delegate  
^Denotes Head Delegate  
~Denotes Registered & Attending  
+Denotes Will Be Held



"Whoever teaches his son teaches not alone his son but also his son, and so on to the end of generations." - Hebrew Pro

son's



# Membership Outlook *moving forward* ►

for the 2009-2010 Programming Year



## TAKE 5

### Michigan Region's New Membership Campaign

• **Goal:** recruit 100 brand new members for Michigan Region AZA from beginning of September 2009 to end of May 2010

- Each month a different set of 5 chapters will be asked to recruit one single member; which means we will aim to recruit only 5 members every month for 9 months
- In the months of October & March (months of Fall & Spring MKOD) the goal will be to recruit 40 members for the region or about 5 members per chapter
- Bi-weekly emails will be sent to Chapter Godolim & Morim with updates
- Team up with BBG to promote the TAKE 5 campaign
- **Phase 2 (Dec 2009-May 2010):** unveil at RC 2009; encourage chapters to create their own membership initiatives/drives; sample chapter initiatives below
  - "ONEbyONE" or "ONE2ONE" where each member of the chapter recruits one person or names a possible member to invite to a function
  - "10in2" chapter recruits 10 members in 2 weeks
  - "Race to 5" where the chapter is split into two teams, each with a team leader. The group to recruit 5 members first gets a prize or reward as designated by the chapter.
  - "Get MAD" or 'Get Members All Day' is a week-long initiative where chapters hold 3 prospective programs 3 weeks in a row with phone-a-thons one time every week

Month	Members Recruited	Total
Sept	5	≈ 290
Oct	40	330
Nov	5	335
Dec	5	340
Jan	5	345
Feb	5	350
March	40	390
April	5	395
May	5	400



## Fall MKOD

• To take place in late September or October 2009 to help reenergize membership in chapters right after the summer ends and before RC practices begin

- BBG and AZA work together for one program (idea: no booths, but prospectives join "Michigan Region" as a whole first and then names are sent to all chapters to call)
- Make phone calls, send out mailers, and promote the event many weeks ahead of time so that a large enough number of prospectives attend



## Spring MKOD

• To take place in late February or March 2010 to also help reenergize membership in chapters after RC and before ETC and summer begin

• BBG and AZA work separately on programs (similar idea from

this year: BBG pajama party at the Teen Center and AZA laser tag at Zap Zone); programs will still be held on the same day

- Promotion of events to begin at the beginning of February; chapter Godolim, Morim, and Regional Board to help with prospective phone-a-thons weeks before event

## Re-registration

- To take place from March - May 2010
- TAKE 5 numbers will not be based off members who re-register, only brand new members who have never been in BBYO
- Chapter Godolim and Morim will receive emails weekly and phone calls bi-weekly with updates as to which members have not re-registered yet
- "First-come First-serve" policy will be in effect; incentive for chapter members to re-register quickly

# Education & Counterparts *moving forward* ►

Goals for the 2009-2010 Programming year

## Education

### • WHY?

- Education is the foundation for our organization; without it, traditions, memories, brotherhood, and leadership would not be passed down to future generations
- Education can help bring membership up and bring quality & creativity to our regional and chapter programming (see below for how)
- Education should not just be one of the Five Folds; it should be a continuous process in which older members teach younger members the ways of the chapter, how to plan programs, how to recruit members, how to balance a check book, and more
- Education ensures further progress in all we do; most importantly in regard to future leadership in your chapter and in our region

### • HOW?

- Make April "Education Month" where chapters hold education programs; encourage them to team up with other chapter and plan fun games to make education exciting
- Write several releases throughout the year with ideas for education programs, why education is important, and how exactly to go about doing it
- Talk with each of my chapter counterparts and create a "game plan" aimed to increase education and membership specific to the needs of the chapter
- Create an "Education Committee" to help with education techniques and strategies
- Encourage chapters to create "curriculums"

## Counterparts

- Send out weekly "Moreh Updates" to keep chapter Morim in the loop about regional events and important news/tips to ensure successful recruitment and education
- Call counterparts monthly to check up on them and the progress of chapter efforts with membership and education
- Plan conference calls once monthly along with BBG to talk to the Morim and MIT Moms collectively about problems or issues they may be facing
- Get together with some of the Morim from small chapters and plan two "Mega Functions" throughout the year in conjunction with smaller BBG chapters; programs would include 6-8 chapters and be planned months ahead of time to ensure success; perspectives will be called to come
- Meet with each Moreh to lay out goals for their chapter, what they hope to accomplish, and how we can achieve those goals
- Hold a joint AZA/BBG "Moreh & MIT Mom Mid-Year Evaluations" to monitor progress of chapter efforts and reenergize everyone to work until the end of the year



"If your actions inspire others to dream more, learn more, do more become more, you are a leader." -John Quincy Adams



"I know the price of success: dedication, hard work, and an unremitting devotion to the things you want to see happen." -Frank Li Wright

