

## Recruitment Program Plan

1. Throw a fun program at Zap Zone, Joe Dumars Field House, or Livonia Rec. Center. It will be the beginning of a "Fisher Recruitment Day". It will allow people to socialize and get to know each other. The program will then fold into a chapter program where the recruits will go through their first "separates" in order to get a feel of what Fisher really is all about.
2. Advertise the program thoroughly through the chapters E-mail, Facebook, Twitter, and Calling.
3. Separate chapter members into 4 groups in order to have the recruits eased into Fisher. (Greeters, recruiters, closers, and Big Bro's.)
4. Follow up on other possible recruits by inviting them back to other events. Keeping them informed of all upcoming events through e-mails, phone calls, and Facebook.

**Greeters-** These chapter members will be the first ones to meet the possible recruits. They will form a small bond and answer basic questions without going into overwhelming detail.

**Recruiters-** These members will start a friendship with the possible recruits and really familiarize them with BBYO.

**Closers-** These members have a vital job. They will sway a possible recruit to joining the chapter and walk them through the protocol of BBYO and sign-up.

**Big Brother-** These members come into play once the recruit has joined the chapter. They will form a bond with the new recruit that will mimic that of a big brother. They educated and guide the new recruits through their first year.

My Brother Alephs,

This year it will be hard to see our seniors go. Ever since joining Fisher each and every one of them has worked so hard in getting Fisher to where it is now. While saying goodbye to friends is always hard the fact they were so vital for us will be even harder.

Because of this I know everyone will step up and I will take it on myself to bring in a group of freshmen that will work just as hard as our seniors did from day 1. In addition, just as our seniors did, I will give nothing but my all in order to give Fisher the success it so rightfully deserves.

As the 6<sup>th</sup> moreh of Max Fisher AZA #337, I will help lead us down the road of success that we have just started to tread on. I won't let the success we've achieved this year get to our heads and slow us down. Rather, I will use it to set the bar even higher and make everyone work harder than ever in order to get to that bar.

For our chapter to continue to grow at the rate it is at now, we need to make everything we do bigger and better. ~~Everything~~ Everything we do has to have higher attendance. Programs that revolve around education must also be integrated with many other chapters to even further our regional influence.

We cannot and will not let our seniors leaving slow us down. In order for us to rightfully thank them for their years of work we must take the reins and continue the success they've had. As long as we stick to this, nothing can stop us from achieving greatness.

Faternally submitted with undying love for Max Fisher AZA #337, Tony the Tiger, and the best year Fishers ever had.

I Remain,

*Samuel Finn*

Aleph Samuel Harris Finn



Max Fisher AZA 337

*Aleph Samuel Harris Finn*

Aspiring for

The high and honorable position of

*Aleph Moreh*

For the 2012-2013 Programming Year

## Qualifications

Dedicated Fishermen	Max Fisher AZA #337	2011-Life
Chpt. Convention Cord.	Max Fisher AZA #337	2012*
Dedicated Aleph	Michigan Region GLC	2011-Life

(\*Denotes Plans to Coordinate)



Sometimes being a brother is even better than being a superhero.

-Marc Brown



## Events Attended

Chapter Meetings	Max Fisher AZA #337	2011-Present
Chapter Functions	Max Fisher AZA #337	2011-Present
Chapter Bittker	Max Fisher AZA #337	2012
Regional Convention	Michigan Region GLC	2011
YLC 2	Michigan Region GLC	2012
ETC*	Michigan Region GLC	2012
Regional Board Meeting	Michigan Region GLC	2012
CLTC 5*	International Order	2012

\*-Denotes plan to attend)

## Membership/Recruitment Goals

- Have chapter at max capacity, with 45 active Alephs at all times.
- Contact members on the verge of leaving and attempt to convince them to stay.
- Create a plan for recruitment that allows a smooth transition from the graduating seniors to the incoming freshmen.
- Keep the grades at equal membership levels.
- Keep up constant contact with all members to insure happiness and unity within the chapter, thereby keeping membership activity high.
- Plan recruitment programs at both the beginning and end of the BBYO year; have them be based on fun in order to entice possible recruits to join.
- Set aside certain amounts of spots for Bittker for 8<sup>th</sup> graders who will join, in order to start their bond with Fisher immediately.

## AIT'S

- Elect the AIT board prior to RC; promote it to the AIT's as soon as they join.
- Integrate AIT board with the Executive board, so AIT's can gain maximum experience. (Take AIT Moreh with me to recruitment program.)
- Have every AIT have a copy of the blue book.
- Have 75% of all AIT's attend either a YLC, CLTC, or both.
- After AIT elections, have AIT meeting every month or so with same structure as Executive Board meeting.
- Keep organized elections binder so AIT's have good examples of platforms of speeches to go off of.
- Have AIT programs with multiple chapters so the AIT's of our chapter can start to meet other Alephs and BBG's in the region.

**Get the best people and train them well.**

**-Scott McNealy**

## Education Goals

- Make education programs focus on education and fun.
- Have education programs with many other AZA and BBG chapters.
- Have a multi-fold educational program every 3-4 months.
- Have multiple platform workshops so anyone can have access to the help they need.
- Create an "Orange Book" that consists of Fisher's main cheers, rituals, traditions, etc.

## Ideas

- **AIT/Recruitment Kidnappings**- Have a day where members of the chapter, in cahoots with the parents, go into the AIT or recruits house and take them off to a day filled with Fisher, most likely during chapter convention.
- **Movie Nights**- Nights where AIT's, recruits, and on some nights current chapter members come together and spend a night together and bond.
- **Zap Zone Fun Factory**- Have a program(s) at the zap zone fun factory where all members future and current can get together and have fun with laser tag, go-karts, and putt-putt golf.
- **Chapter BBQ/Swim party**- Afternoon or evening in the summer where everyone can come together and hang out and have fun together. Add educational portion with scavenger hunt.
- **Beginning of the Year Briefing**- At the beginning of the programing year, have a program where all members come together and explain upcoming events and past personal experiences from those events to convince other members to participate in those events.
- **Game Show Night**- Have an educational program based on some of the most well-known game shows in history, with each round of educational programming based on a different show.
- **Fisher Night**- A night where every member comes together for a night filled with games and activity's all based on traditions and the history of Fisher.

**A good idea plus capable men cannot fail; it is better than money in the bank.**

**-John Berry**