

Aleph Matthew Goldman

Candidate for the High and Honorable Position of Your 89th Grand Aleph Godol

Qualifications

Marlboro AZA #2338

- Aleph in Good Standing since March 2010
- Chapter Aleph Mazkir, 2010-2011*
- Chapter Aleph Godol, 2011-2012*
- Chapter Aleph Kohen Godol, 2012-2013*
- Attended all chapter meetings, 2010-2013
- Planned multiple brotherhood overnights

Greater Jersey Hudson River Region

- Central Council Aleph Godol, 2012-2013*
- Regional Coordinating Committee, 2012-2013*
- Head Delegate at International Convention 2012
- Steering Committee Member
 - Regional Judaism Institute 2011
 - Regional Leadership Training Institute 2011
- Convention and Event Attendee
 - Regional Leadership Training Institute (2010-2012)
 - Members In Training Convention (2010-2012)
 - Central Council Spirit Convention (2010-2012)
 - Regional Judaism Institute (2011, 2013°)
 - Spring Convention (2013°)
 - LIFE Convention (2010-2013°)
 - Kickoff Dance (2010-2012)
 - Mitzvah Day (2010-2012)
 - J-Serve (2011-2013°)

The International Order of AZA

- Attended CLTC 2 2011
 - Kadima AZA #613 Aleph Shotare Godol
 - Member of Service Planning Committees
- Attended International Convention 2012
 - Head Delegate
- Attended ILTC 2012
 - Member of K'far AZA and Dorm 7
 - ILTV 2012 Anchor

Other

- Honors Student
- Active Member of School Radio Club
- Guitar and Bass Player
- – full year term
- ° – future event

"Perfection is not attainable, but if we chase perfection we can catch excellence."

– Vince Lombardi

Accomplishments

Marlboro AZA #2338

- Growth of 15 members during Godol term
- Planned more non-meeting events
- Bonded chapter through brotherhood programs

Greater Jersey Hudson River Region

- Helped increase IC attendance by 1800%
- Planned first successful council AZA Shabbat
- Collaborated with council S'ganim and Morim to create a packet of programs designed to recruit and retain members called the "8-9-10 Plan"
- Created an inclusive and bonded regional community through brotherhood programming
- Furthered the region's social media presence through aggressive convention and event marketing
- Planned a Hurricane Sandy relief dance with the Regional Coordinating Committee that raised over \$5000 and attracted over 200 members
- Created bonds with members of the council through constant chapter visits

Letter to the Order

Aleph Godol and my brother Alephs,

I believe that we, not only as Alephs but as Jewish teens, are responsible for the future of the Jewish people. We need to ensure that all Jews have the same sense of Global Jewish Peoplehood that we have as members of the Aleph Zadik Aleph. But it all starts with one. It starts by taking a younger member under your wing. It starts by driving your little brother to his first meeting. It starts with us. We all have the power to inspire the future leaders of not only our great Order, but our people.

Through furthering the goals the International Order of the Aleph Zadik Aleph has set, we can ensure this future for the Jewish people of tomorrow. If elected, I pledge to do so. I pledge to continue the great things BBYO and the Aleph Zadik Aleph are doing, thereby maintaining the future of Global Jewish Peoplehood.

We are small, but we are mighty. Let's continue our pride for our heritage and religion for many more years.

Fraternally submitted with undying love for Marlboro AZA #2338, GJHRR Central Council AZA, Global Jewish Peoplehood, and the Grand Order of the Aleph Zadik Aleph, I forever remain

Aleph Matthew Goldman



Goals and Ideas

Standardization of Social Media and Communications

- Distribute all branding materials to chapters, councils, regions and countries
- Ensure that BBYO is well-represented everywhere
- Creates consistency between advertising and marketing all across the order

Massive Programming Bank

- Create a bank for National/Regional/Council Godolim, S'ganim, and Morim to distribute to their chapter counterparts
- Have National/Regional/Council S'ganim collect programs from their chapter counterparts that they know have worked for their chapters and add them to the program bank
- Allows for distribution of programs that have been proven to be successful, rather than having to search the online programming bank

More Joint Service and Action Events with Other Organizations

- Encourage countries/regions/councils to participate in local or regional joint service and action events with other youth groups and organizations
- Furthers BBYO's community-oriented reputation, not only caring about the Jewish community, but local communities around the globe

More Effective Visits

- Email National/Regional/Council board and staff before visit asking which specific chapters would benefit most from a visit and focus more on those chapters or if the country/region/council as a whole would benefit more from the visit
- If chapter focus is desired, visit chapters at events and meetings, meet separately with the board to create a plan for success with programming and membership
- If country/region/council focus is desired, visit convention and/or National/Regional/Council events to provide support, meeting with the board and staff to create a plan for success that can work with all chapters in the country/region/council
- Send care packages to each country/region/council or chapter (depending on focus of visit) after the visit with more tools to help them succeed

All to further BBYO's ultimate goal: to strengthen the future of Global Jewish Peoplehood by creating more meaningful Jewish experiences for Jewish teens.