

ALEXANDER COLE METZMAN

Proud Candidate for the High and Honorable Position of
87th Grand Aleph Mazkir

GOALS

Expand Globalization

- Utilize the Globalization Network to continue reaching out to current International BBYO communities
- Work to establish BBYO in new countries such as South Africa and Australia via the Globalization Network
- Effectively show our programming efforts to International BBYO and vice versa to gain a better understanding of what International Programming should entail
- Emphasize that if any Jewish teen in the world wants to make a difference, BBYO is the place for them to start

Ensure all members are fully educated about ISF

- In order to successfully raise money for ISF, we need to understand exactly where the money is going and why we're raising it
- Without a full knowledge of ISF, we are contradicting the creation of Stand Up!, which allows us to decide what charities to give to
- Motivate the International Order to reach out to International teens in more ways than just fundraising

PR Team

- Work with PR Team to send updated newsletters with important information and updates
- Oversee and assist with all projects that PR Team members are working on

Grow Fundraising Efforts for Stand Up! and ISF

- Post a monthly "fundraiser of the month" on my dashboard page to give examples of successful fundraisers
- Promote specific and effective programs at regional conventions
 - ✓ Cotton States raised over \$5,000 for ISF this way!
- Work with Stand Up! Chairs on continuously promoting fundraising for ISF and Stand Up!

Create Interactive Map for Stand Up! Reporting

- On b-linked.org, you can click on any region, chapter, and country to find out what they Stand Up! for
- See all programs that chapters/regions have done to support their Stand Up! cause, and a description of the program will link directly to the program bank
- See the amount of money raised for any region/council's Stand Up! cause
- Use as a resource to show outside communities what we are doing to better our world and further our movement

Miscellaneous Goals

- Increase overall transparency
- Ensure you are aware of what I am doing at all times
- Update my dashboard at least once a month to ensure new releases and information about Globalization, Stand Up!, and the PR team
- Create Stand Up! Fundraising and other communication chairs that will be successful in furthering the objectives of our movement

DEGREES OF FUNDRAISING

1st Degree Fundraiser

The fundraiser is planned at the last minute. There are minimal people involved with the planning process. The goal for fundraising is not reached. None or very few members of the community were involved.

2nd Degree Fundraiser

The fundraiser had great potential, but there was last minute advertising. All of your BBYO friends attended, but very few general members from the community came to your fundraiser. You raised just a little less than your goal.

3rd Degree Fundraiser

Planning for this fundraiser started at least a month in advance. A timeline was set, and you met all of your deadlines. You started advertising early, and as a result, members of the community attended. Most or all of your chapter was involved with the planning process. You reached or surpassed your goal for raising money.

In order to be consistent with Degree of Programming, this new system will work with the current initiative to increase the quality of our fundraisers. This system is necessary because there must be a concrete way to determine what a successful fundraiser looks like. From this foundation, you can set a realistic goal, and know exactly what you are striving for. I will send releases on how to create a timeline for an upcoming fundraiser, and how to involve the community. By utilizing the Degrees of Fundraising, we will continue to strive for the best and most successful fundraisers.

QUALIFICATIONS

- ☺ denotes delegate
- ✱ denotes coordinator
- ☆ denotes future/pending

Regional Events Attended

- Regional Convention '08, '09☺, '10☺✱
- Regional Kallah '09, '10☺
- Mega Event '09☺
- South Eastern Convention '10☺
- Regional Execs '09, '10☺
- New Member Weekend '08

International Activity

- CLTC 4, 2009
- International Convention '10, '11
- ILTC 2010
- Kallah 2010
- Panim El Panim (PB&J Summit) '10
- Big Easy (General Assembly) '10
- ILSI 2011 ☆
- AIPAC Policy Conference & HS Summit '10
- International Education Expansion Chair
- IC 2011 Steering Committee Member
- International February Exec's '11

Board Positions

- Regional Maz/Giz 2011
- Chapter Godol '10 (Two Terms)
- Chapter Gizbor Fall '10
- Chapter Mazkir Spring '09
- AIT Gizbor '08
- CLTC Mazkir '09

Honors and Awards

- Athens AZA Most Spirited AIT '08
- Athens Member of the Year '09
- Bronze Shield of David
- Silver Shield of David

Miscellaneous

- Youth Leg. Outstanding Statesperson
- Student Council Class President '09-'10
- Student Council Class Treasurer '10-'11

MY BROTHER ALEPHS,

I am honored to stand before you running for the 87th Grand Aleph Mazkir. We began with the mother chapter in Omaha, Nebraska where Sam Beber expressed his desire to create an international youth group. Today, we are much more than a youth group-- we are a movement. We are located in over 12 countries spanning over four continents. We must continue to execute Beber's dream by furthering our movement to new heights. In the next year, we have the opportunity to expand BBYO to new countries and continents. Most importantly, it is vital we continue our strong brotherhood that keeps us unified and continually growing.

Fraternally Submitted, I remain,

Alex Metzman

ALEPH ALEXANDER COLE METZMAN

Candidate for our 87th Grand Aleph Mazkir