



*Aleph Brett Stephen Rubenfire*

Candidate for the High & Honorable Position of

**ALEPH SOPHER**

Of Michigan Region

Positions Held



Dedicated Aleph	International Order	2010-Life
Dedicated Fisherman	Max Fisher AZA #337	2010-Life
Aleph Mazkir	Max Fisher AZA #337	2010-2011
AIT Godol	Max Fisher AZA #337	2010-2011
Committee Member	ETC Fun Committee	2010
Committee Member	FC Saturday Torah Live Committee	2010

Events Attended

(~ Denotes Will Be Attending)

Young Leadership Conclave (YLC)	Michigan Region	2011
Elections Training Conclave	Michigan Region	2010, 2011
Fall Conclave	Michigan Region	2010, 2011~
Regional Convention	Michigan Region	2010, 2011~
Mr. AZA	Michigan Region	2010
AZA Flag Football	Michigan Region	2010, 2011~
CLTC	International	2011~
IC	International	2012~
Council Meetings	Michigan Region	2010, 2011, 2012~
Regional programs	Michigan Region	2010, 2011, 2012~

Awards and other qualifications

(~ Denotes Will Be Applying for)

Pitt Family Leadership Award	Michigan Region	2011
Mazkir of the Year	Michigan Region	2011~
Rookie of the Year	Michigan Region	2011~
Marketing Student	West Bloomfield High School	2011-2012~

# **EXTRA, EXTRA! ALEPH BRETT RUBENFIRE RUNS FOR MICHIGAN REGION ALEPH SOPHER**

## **"CANDIDATE FOR ALEPH SOPHER HAS BIG GOALS"**

- Assist chapter Sopherim with their duties and contact them every two weeks
- Have website updated weekly with accurate calendar information and important information for the upcoming week
- Have any applications and forms needed available on the website
- Have a short monthly newsletter through Facebook, email and a print version available in the office
- Create press releases and utilize other marketing tools to increase community awareness

## **"BBYO RELEASES MONTHLY NEWSLETTER"**

- Every month I will release a short 2 to 3 page newsletter
- These articles will not just be written by me, as I hope to get chapter sopherim involved and get them to write some articles too.
- Around January and February, I'll also have an 8<sup>th</sup> grader edition to teach 8<sup>th</sup> graders what BBYO is about and help get 8<sup>th</sup> graders to kickoff programs.

## **"ALEPH SOPHER RAISES EVENT ATTENDANCE FOR 2011-2012 PROGRAMMING YEAR"**

- Keeping the website up-to-date will ensure that members are aware of the date, time, and location of programs
- Having forms and sign-up sheets easily accessible on the website will help both members as well as staff

## **"COMMUNITY AWARENESS IS INCREASED BY ACTIONS OF ALEPH SOPHER"**

- I plan to write articles for the Jewish News and other publications about regional events and encourage chapter sopherim to do the same
  - Articles in the Jewish News and other newspapers will show the community what BBYO is doing
- Press releases will encourage newspapers and TV stations to write articles about BBYO events
  - News attention can help recruitment as well as Michigan Region's overall reputation
- I will also create general information fliers to advertise BBYO and its programs at Monday night schools and other events

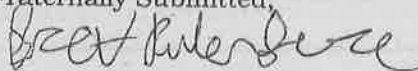
## **" REGIONAL BOARD MEMBERS BENEFIT FROM WORK OF ALEPH SOPHER"**

Godol	Keeping region informed
S'gan	Raises program attendance
Moreh	Raises awareness among prospective members
Shaliach	Community learning about community service and social action events
Gizbor	More awareness equals more money for fundraisers.
Mazkir	Newsletter features summer programs

My Brother Alephs,

With my creative ideas and enthusiastic personality, I feel like I can bring new meaning to the job of Sopher. Proper marketing is extremely important to the success of this region, and something I can do well. If elected, my work as Sopher will aid in recruitment, programming, and many other facets of BBYO. This region has already given so much to me. Please give me the chance to give back.

Fraternally Submitted,



Aleph Brett Stephen Rubenfire