

BBG is the key to finding a **safe haven** for teens of all backgrounds.

BBG is the key to a generation of teens **committed to Israel**.

BBG is the key to **sisterhood** that lasts a lifetime.

BBG is the key to a strong **Jewish future**.

Every Jewish girl must **open the lock** to experience BBG.

My sister B'nai B'rith Girls, YOU are the key.

1 year terms  
Events Attended  
- MBA/Frat Convention '10  
- Election Conclave '10, '12

THE  
INTERNATIONAL  
ORDER

♥ denotes future ✧ denotes pending  
✧ denotes voting delegate ☆ denotes coordinator

- AIT/MIT/LTI '11, '13 ☆ ♥  
- Jewish Education Conference '11, '12  
- Seattle XXs '11, '12

- Jewish Leadership Conference '12 ☆, '13  
- J Serve '11, '12 ☆  
- BBYO Connect Events

- Regional Board Overnight '12 '13  
- Kickoff '10, '11, '12, '13 ♥ ☆  
- Regional Rush '13 ☆

Attended:  
• CLTC 2 2011  
- Achayot LeChayim S'ganit  
• IC '12 ♀, '13 ♀  
• ILTC/ Kallah 2012  
• ILSI ♥

• BBYO Connect Summit '13 ☆  
• Feb. Execs 2013  
BBYO Connect Committee  
• Steered BBYO Connect Summit  
• Co-ordinated the Connect Programming Session

• Coordinated the Grade Specific Programming Session  
Other:  
• Gold Star of Deborah Award ✧  
• Eternal Light Award ✧

Kate Lauren  
Reinertson

My sister B'nai B'rith Girls,  
A key is entirely unique; no two keys are exactly alike. Similarly, every girl in this room is different from her friends and fellow B'nai B'rith Girls. Don't believe me? Look around! BBG asounds me because it is the only place in the world where girls from different areas, backgrounds, and upbringing can unite under one thing: **sisterhood**. The bonds shared between BBGs everywhere have the power to **change the world**. We are an **unstoppable force**, and we have the potential to inspire every Jewish girl to join our movement. We must tailor BBG to fit each girl's needs and interests. Every **individual** BBG here has found her key, her reason to devote herself to the Order and its ideals. Eventually, every girl will find her unique key to BBG, and it will just... **click**.  
Respectfully submitted with undying love & passion for sisterhood, individuality, and the International Order of the B'nai B'rith Girls,  
I remain,  
Kate Lauren Reinertson

Candidate for the  
22nd International  
Aym HaChaverot

ACHAYOT  
BBG  
# 2 2 2 4  
The Key to my Heart (and Home)  
6 month terms

• Mazkirah Fall Term '10  
- Created a chapter fb group  
- Sent weekly text updates  
• Morah Spring Term '11  
- Recruited 22 new member  
- Won the award for greatest delegation at AIT/MIT  
- Largest chapter growth in EGR

- Planned a successful chapter kidnap  
• S'ganit Fall Term '11  
- Created a calendar for parents and new members  
- Planned 5-6 fold events  
• N'siah Spring Term '12  
- Sent 5 girls to attend CLTC

- Started the Achayot Annual Parent Brunch  
- Started reeducation programs at meetings  
Events Coordinated:  
- 6 Fold/ MBA Sleepover '11, '12  
- CBO '10, '11, '12 ☆, '13  
- Kidnap '11 ☆, '12 ☆

EVERGREEN  
REGION  
# 4 6

• Regional Morah '12-'13  
- Reached 76% retention by the end of November

- Started a regional Little/Big Sis  
- Head of the Regional Membership Committee  
- Organized Regional Chairs

- Planned EGR's first ever New Member Rush  
- Began initial planning of a new chapter in Seattle

BBG is the key to the next generation of **Jewish leaders**.

BBG is the key to strengthening the **creative mind**.

BBG is the key to **leadership skills** for the real world.

BBG is the key to **Jewish pride**.

BBG is the key to making an **impact** on the world through service and advocacy.



# Goals, Ideas, Plans, and Visions

## BBYO Connect

*BBYO Connect is often overlooked, but it is the future of our Order.*

- Continue the BBYO Connect Summit next year
- Advertise creative Connect programs in releases
- Encourage R/C Morot to have a R/C Connect Chair
- Work with R/C Morot to utilize their geographical location during Connect programs
- Create a "How To Get Involved in BBYO Connect" Guide for chapter Morot
- Create a guide on the similarities and differences between Connect and AZA/BBG
- Share the Six Activities of BBYO Connect with my R/C counterparts
- Use FAN in BBYO Connect by asking alumni to contact parents

## Recruitment

*Reaching out to that new girl is hard, but what if someone didn't reach out to you?*

- Promote the feeling of sorority that entices new members
- Encourage a Rush program that has been personalized for each region
- Work with every MIT Mom to determine a MIT Process for their region
- Create a release on parent communication and the creation of prospect lists
- Continue promoting the "List, Contact, Close" strategy
- Send monthly reminders to R/C Morot about their progress towards membership goals
- Work with chapter counterparts to develop a plan for accomplishing goals set during August Execs

## CLTC 2014

*"The best 12 days of your life" is overused... but undeniably true.*

- Send out application and decide coordinators ASAP to start the coordinating process early
- Hold g+ calls with all coordinators once a week to share ideas and recruitment tactics
- Send personalized letters to participants who signed up early encouraging them to persuade their friends to come
- Send out a new tactic to recruit for CLTC on the chapter level every month
- Work with counterparts from each region to personally contact BBGs and their parents about CLTC
- Follow up with BBGs who received letters from CLTC participants inviting them to attend CLTC the following year

## Regional/Council Counterpart Communication

*You've got a friend in me.*

- Schedule counterpart calls to maximize attendance
- Start "Hub Week" once a month, where R/C can share ideas with their peers from other hubs
- Have individual counterpart calls once a month
- Send out a release during the first week of every month.
- Respond to all counterpart emergencies immediately
- Develop individual plans for each counterpart based on geographical location
- Become friends with each of my counterparts so they feel comfortable with asking anything from me
- Submit survey to counterparts to decide what topics they struggle with the most, and focus on those topics
- Pick a "Counterpart of the Week" to be honored for what she's done for her region

## Personal Initiatives

*The title of a damn proud BBG is a lot to uphold.*

- Make BBG my number one priority
- Love every second of the work I do on I-Board.
- Live every aspect of my life knowing that I represent a movement greater than myself

## International Leadership Network

*Once you get to the level of the ILN, you know what you're doing. It's time to turn knowledge into action.*

- Assign a member of the BBYO Connect Committee to each Hub
- Have committees create different program options for different numbers of participants
- Incorporate the successes of my chairs in regional Morot releases
- Hold weekly calls with every individual committee
- Hold monthly calls with all Morot committee members to share the progress and ideas of each committee
- With each committee, create a list of substantial goals to work towards

## International Sisterhood

*Together as one, forever united.*

- Create a BBG Successes facebook page and twitter account where BBGs can post their recent successes
- Start an International Big Sis/Little Sis program to tie girls to the International Order who cannot attend summer programs
- Utilize the sister chapter system to match chapters without a sister chapter

## Education

*Our history defines who we are and what we are here to do.*

- Make a video with R/C counterparts on BBG history
- Work with counterparts to include education in every program
- Create resources for incorporating Int'l initiatives into chapter level programming
- Send out a survey to find out what BBGs know, and what they need to learn. Form resources based on weak points.
- Write a timeline of MIT Education
- Make a video with counterparts for every MIT Class topic for chapter counterparts to use.
- Send MIT Class Education video overseas to share BBG traditions with International teens

## Chapter Counterpart Communication

*It's been said before and I'll say it again, it all starts at the chapter level!*

- Have a call with each R/C MIT Mom and their chapter counterparts once a month
- Talk to every one of my chapter counterparts
- Send monthly releases to chapter counterparts with information and resources for chapter leadership
- Send out a poll for counterparts to decide the resources I will make for them

## Retention

*The tallest trees are supported by the oldest roots.*

- Use FAN by asking alumni to call upperclassman who need to reregister and remind them of what BBG has to offer
- Tweet to a "Senior of the Week," preferably not on R/C board, to congratulate them on their accomplishments
- Create a video documenting why senior year is the best year to be a BBG
- Make a video of alumni who credit their success in life to BBG

## 69th International Board and 89th Grand Board

*I promise to be a team player, 100% of the time.*

- Respect every member of the International and Grand Boards
- Talk to my co daily and establish a friendly relationship with him
- Work closely with staff and respect their opinions and deadlines
- Attend all I-Board conferences, Aug. and Feb. Execs, and International Convention
- Respond to all emails within 24 hours (except on Shabbat)

**Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."**