

# CARINA JOY ROSENBAUM

*is caucused for the highly esteemed position of*

DC Council  
**MAZKIRAH**

*for the 2017-2018 programming year*

## QUALIFICATIONS

### N'SHAMA BBG

⚓ S'ganit ST '17

- created first ever alumni dinner
- worked with over 10 planners and chairs
- created "How to Plan a Program" packet
- had 4 multi-chapter programs

⚓ Gizborit FT '16

- Planned and executed many restaurant nights and bake sales
- Had a multi-chapter I\$F fundraiser
- created and sold apparel for RC Shuk
- Planned an I\$F education program

⚓ Chapter Convention '16, '17\*

⚓ Member in good standing since FT '15

### DC COUNCIL

⚓ Council Convention 16', 17^

⚓ Council Statistics Chair 2016-2017

⚓ Kickoff Dance FT '16, ST '17

⚓ MIT/AIT Overnight 2016

⚓ Execs ST '16, FT '16, ST '17

⚓ Spirit Day '16, '17'

⚓ YLI '15-'16, '16-'17

⚓ J-Serve '17

⚓ Sweetheart/Heartthrob '16

⚓ Attend all council meetings

⚓ BBG Powderpuff and BBGG '17

\*Denotes Future ^Denotes Steered/Planned

### NORTHERN REGION EAST

⚓ Regional Convention '16, '17

⚓ Fall Convention '17

### INTERNATIONAL ORDER

⚓ Glow Dance Kickoff ST '16

⚓ CLTC 3\*

### MAZKIRAH ST 16

⚓ created N'shama platform database

⚓ revamped and reorganized comms

⚓ implemented first successful carpool organizer

⚓ Used Remind101 to remind members about upcoming events

⚓ created first chapter map

⚓ produced entertaining and informative video comms

⚓ frequently updated all social media

⚓ updated and redesigned N'shama

website

### My sister B'nai B'rith Girls,

For many years, DC Council has been anchored to the shore. We're a boat full of passengers, and everybody has a different destination they want to travel to.

Here's the great thing: **we can go everywhere.**

From inspiring new leaders through YLI, to having greater attendance at BBGG, we have so many beautiful places we can voyage to.

But we can't go anywhere until we decide to **lift the anchor and set sail.**

I'm going on a trip. **Who's coming with me?**

With undying love for new destinations, boats, and my heart and home N'shama BBG #2391,  
I forever remain

**Carina Joy Rosenbaum**

Proud candidate for your 69th council Mazkirah

A *ship* IS ALWAYS **SAFE** AT  
THE  
*shore* BUT THAT IS **NOT** WHAT IT  
IS BUILT FOR  
-ALBERT EINSTEIN





# GOALS AND IDEAS



## COUNTERPARTS

- ⚓ Hold counterpart meetings **based on responsibilities rather than position**
- ⚓ Hold monthly group calls with Mazkirim Team (Mazkirah, Katvanit, and Safranit) from each chapter
- ⚓ Send Counterpart comms every week
  - Include helpful tips
  - Include releases every other week
    - "How to Write a Newspaper"
    - "How to Send Effective Comms"
    - "How to use Social Media to your Advantage"
- ⚓ Have a counterpart sleepover to help counterparts bond
- ⚓ Have at least one one-on-one call with every counterpart to discuss their goals
- ⚓ **Encourage counterparts to go above and beyond what their chapters typically do**
- ⚓ Teach girls how to fully utilize social media and websites
- ⚓ Establish counterpart's goals for me as well as my goals for them
- ⚓ **Be available to help counterparts at all times**

## BBGG

- ⚓ Have **unique and unusual sports:**
  - Bubble Soccer
  - Learn to ice skate
  - Zumba
- ⚓ Have co-ed BBGG/AZAA events
- ⚓ Raffle off apparel as an incentive
- ⚓ Have food if it's your first time or you bring someone new
- ⚓ **Have themed sports events such as:**
  - Cowgirl Square Dancing
  - 80's workout video
  - Volleyball Luau Party
- ⚓ Battle of the classes where grades compete in various events
- ⚓ Continue to award spirit day points as an incentive

## YLI

- ⚓ Have a mock board that rotates monthly
- ⚓ Allow members that have already been to CLTC to attend
- ⚓ **Teach attendees about more than just board positions**
  - How to steer at a convention
  - How to make a platform
  - How to utilize chairs
- ⚓ Do bonding activities as well as education to help members make more council friends
- ⚓ Create apparel for members that come to every YLI
- ⚓ Set an incentive for chapters who send the largest percentage of members to YLI
- ⚓ **Plan programs and fundraisers that members can bring back to their chapters**
- ⚓ Invite council board members to YLI to talk about their positions
- ⚓ Design newspaper and comms templates that members can use for their chapters
- ⚓ Have attendees give input on what they want to learn

## GLOBALIZATION

- ⚓ Have a **council-to-region pen pal system** so that we can learn about other countries traditions
  - Have chapters create videos about their favorite traditions
  - Compile all chapter videos into a council video
  - Exchange videos with BBYO Bulgaria and other regions
- ⚓ Post globalization facts in the council FB group biweekly
- ⚓ Work with Gizborim to make sure each chapter has an I\$F education program
- ⚓ Push summer program attendance so that members can meet international friends
- ⚓ **Host more members from BBYO Bulgaria at conventions**

## COMMUNICATIONS

- ⚓ Make **minutes at council meetings interactive, entertaining and informative**
  - ⚓ **Utilize social media** as much as possible
    - Post flyers for every event in the DC FB group
    - Use DC Council Snapchat at all fundraisers, conventions, and other council events
    - Update Twitter and Instagram with photos from council events, and chapter programs
  - ⚓ Create a website for the DC Duckline
    - Have counterparts post about their programs
    - Work with a chair to find members who want to write
    - Include member of the month, MIT of the month, cartoons, games, current events, and more
  - ⚓ Create promo videos for all conventions
- Have a **"feedback box"** at council meetings so that communication can also go from the member to board

## COUNCIL BOARD

- ⚓ Stay in **constant communication** with my AZA counterpart and the rest of the board
- ⚓ **Work as a team**, rather than as individuals, **to accomplish goals**
- ⚓ Always attend the events of and support the rest of the board
- ⚓ Divide work with Council Mazkir/Sopher based on our individual strengths

## OTHER

- ⚓ Be available as a resource at all times
- ⚓ Always meet deadlines and complete work on time
- ⚓ Respond to texts, emails, etc within 24 hours
- ⚓ Be a positive role model to the council
- ⚓ Never fail to **exceed expectations** and **put my heart and soul into this position**