

Aspiring to serve as your
Rachel Melanie Cohen
70th International S'ganit

By:



let's write this
story together

How My Story Came To Be:

Regional:

- Winter Convention '10 '11⊕ '12✓
- RLTI '11 '12 '13 ⊕ -Chapter LTI '13 ✓ '14 ✓
- AIT/MIT/IT Convention '11 '12 '13 '14 ✓
- Spring Convention '11 '12 '13 ✓ '14 ☆ ⊕
- Regional Kickoff '11 '12
- Final Fling '11 '12 '13
- J-Serve '11 '12 '13 '14 ☆
- AZA/BBG Shabbat '11 '12
- Beau/Sweetheart '11 '12
- Regional Board Installations '11 '12 '13 '14 ☆
- Assistant Regional Director Interviews '13
- WOW Weekend '13 '14☆

International:

- CLTC 1 2012
- ILTC '13
- International Kallah '13
- ILSI '14 ☆
- International Convention '13 '14 ⊕
- BBYO Stand Up and Rebuild '13
- Ambassador to Bulgaria '14 ☆
- ECK '12 '13 '14 ☆
- BBYO Connect Leadership Engagement Summit '13 '14 ✓
- AIPAC High School Summit '13
- Silver/Gold Star of Deborah ☆
- Eternal Light Recruitment Award

Key: ⊕ Denotes Steering
✓ Denotes Coordinator
☆☆ Denotes Up-Coming
☆ Denotes Pending

Where My Story Began:

Chalom BBG #3354

- N'siah Spring Term 2013(6 months)
Planned Chalom's first Chapter Convention. Held training sessions to ensure that next board would be strong with a new N'siah
- N'siah Fall Term 2013(6 months)
Doubled membership and tripled active membership. Continued to hold consistent events. Created a new board position
- N'siah Spring Term 2012(6 months)
Created the first concrete calendar and changed the mindset about being a board member. Acted without a chapter S'ganit so I planned a majority of the programs
- Morah Fall Term 2011(6 months)
Created Chalom's first prospect list and phone tree. Taught members how to recruit and how to talk to parents.
- Sunshine Girl Spring Term 2011(6 months)
Sent out messages twice a week as encouragement to have a good week and to go to events. Planned birthday events for members



Dedicated to
The past 70 years of BBG,
The future 70 years,
and the 70 years after that.

When My Story Changed Forever:

Philly/Liberty Region

- Philadelphia Region #32:
-Coordinated Philly's last two conventions as a separate region
-Acted as the lead Philly representative in merger to ensure that Philly would not be forgotten
-Acted solely without a Regional Director or a Chapter Advisor
-Helped found brother chapter (Chaverim AZA #1257)
- Liberty Region #13:
-Liberty Region's 1st Morah (1 Year Term)
-Coordinated Liberty's 1st IT(New Member) Convention
-Worked with two new Regional Directors
-Served as the only junior girls' regional board member and the only Philadelphia Region member on both girls' and boys' boards
-Improved counterpart communication
-Served as an advocate for the former Philadelphia Region to ensure fairness in the merger
-Created The Membership Olympics to reward chapter growth and pride

or be that member to create the next position?
Will you bring BBYO to yet another country, or will you do something that we can't even imagine doing until someone does it? Will that be you?
Separate, we are just members of a youth group, but together, we are the movement, and together, we are unstoppable.
So, my Sister B'nai B'rith Girls, come with me. Let's Write this Story Together.
Submitted with UNDYING Love for, being stronger when we're united, to being the writers of our own stories, and to writing our story together I FOREVER Remain,
Rachel Melanie Cohen
Honored Candidate for Your 70th International S'ganit

Where My Story Becomes Our Story:

The International Order

- IC Steering 2014 (Standing Committee)
-BBYO Day of Service: Assisted in the Day of Service and planned the follow up program. Worked with Ad-As and staff closely to perfect the script so the program would run smoothly
- Friday Night Service: Planned a creative Friday night service as a creative spin on Israel
- Morim ILN Committee Chair (1 Year Term)
-Managed three individual committees through measurable goals and deadlines
-M'kasher: Taught the position and worked to interact with execs to pass the motion
-BBYO Connect: Planned CLES and plan to interact with regions to strengthen their connect programming
-Founders' Day: Planning and overseeing the planning of programs including separates, inductions, birthday parties, etc.
-Held and lead ILN wide calls as well as bi-weekly calls with each committee

My Sister B'nai B'rith Girls,
It's hard to believe that we are part of a 70-year movement, and even harder to describe how exciting the next 70 will be. There isn't an agenda or map to take us where we need to go, which is why it is so important to now write the story for the next 70 years. No one can do it but us, because, not only will we write the story, but also because we are the story.
We have come really far in the past 70 years. New positions have been created, new chapters chartered, we have entered new countries, and the list just goes on and on. We all know that this is where we came from but we didn't write the story. It was written for us. So what story are we going to write?
Are you going to be the next member to start that new chapter

Goals, ideas, plans, and visions: the contents of every great story

Growth Through Programming

Without programming, BBYO wouldn't have a story

- Encourage areas struggling with recruitment to hold fun, community based events with the focus of using strong and fun programming
- Work with each of my counterparts and their Regional/Council Morim to plan regional recruitment events to grow in number as well as teach the Chapter S'ganim and Morim how closely related the two positions are
- Teach that stronger programming = more members = more meaningful Jewish experiences

Chapter Counterpart Communication

All stories start at the chapter level

- Hold monthly conference calls that all Chapter, Council, and Regional S'ganim will be invited to attend
- Hold bi-monthly calls with each region/council that all Chapter S'ganim will be on to trouble shoot concerns specific to their chapter/area
- Be available whenever needed for ANY Chapter S'ganit to rely on

The ILN

(International Leadership Network)

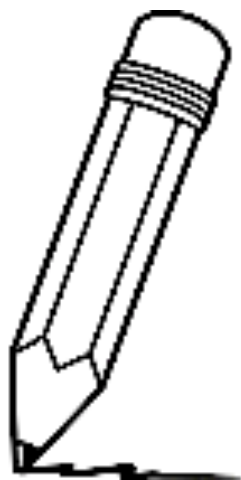
The leaders that will push BBYO to surpass limits like we've never imagined

- Utilize S'ganim ILN Chair as an extension of I-Board
- Create a new system of picking ILN members so each hub, and as many regions as possible, are represented
- Create measurable goals so everyone can be held accountable and everyone knows what to work on
- Hold weekly conference calls with each committee and be sure to speak to the S'ganim Chair daily
- Ensure that the Order knows what the S'ganim ILN is working on so they can have access to all resources

International Initiatives

How we can impact and unify every story

- Restart AZAA/BBGG Illustrated as a way to share program ideas and gain enthusiasm
- Look into partnering with major teen athletic organizations such as Play 60 to make a larger impact and vocalize the work of BBYO
- Make clear that BBGG is more than just the sports element; it is also the cheering on teammates and improving communication
- Use the excitement of the 20th anniversary of MBA to revamp the typical attitude towards MBA and make it relatable for all members



International Convention 2015

The one event that will tie the International Order of BBYO together

- Send out questionnaire to see what worked at IC 2014 and what didn't to improve the quality of the IC 2015 programming and organization
- Release "Spirit Guide" at least a month and a half (early January) before IC to ensure that Regional/council spirit will be at its peak
- Utilize a large and strong steering committee to have the International Order take ownership over the whole convention, ensuring record breaking registration
- Work with the International Mazkir(ah) and the IC Press Corps to publish articles in community based newspapers worldwide to increase awareness
- Publish all programs on newly designed "Program Bank" to ensure chapters/councils/regions have access to everything that went into IC 2015
- Plan and execute a memorable States Ceremony for the 70th International N'siah
- Send out questionnaire two weeks after convention (early March) to be used for IC 2016
- Effectively work with the NFTY Vice Presidents to line up convention schedule and start a more positive relationship between the two youth movements

Regional/Council S'ganim Team

The girls who will be a driving force in making their region's stories monumental

- Use my knowledge and experience from being in two completely different regions as a base to be able to understand the successful regions and the not so successful ones.
- Send out monthly counterpart emails and releases, and hold monthly counterpart calls
- Be available 24/7 to assist my counterparts with ANYTHING they need

Program Bank

Forever giving inspiration to create new stories

- Completely redesign program bank with a new website, new logo, and new programs
- Sort programs in many different categories through a clear search bar
- Categories include, but are not limited to, target audience (AZA, BBG, BBYO, prospect), folds included, level (international, regional/council, chapter), and specialty program (AZAA/BBGG, MBA, J-Serve, Stand Up, Speak Up, etc.)
- Reformat the submissions into categories including where it was originally run, and a complete outline of the program, including how it turned out, and how to improve it
- Release the website at the beginning of the programming year and advise Regional/Council S'ganim to use the website to follow up with chapter programming
- Upload all IC programs and services

International Awards

All of our stories need to be awarded

- Utilize the S'ganim ILN, IC Steering, and all counterparts to promote the awards
- Release the awards packet early so there won't be a time rush to submit applications.

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