

goals and ideas

Recruitment

- Host an additional event besides a kickoff dance geared for MITs so that they can have an inclusive and exciting "wow" entrance to BBYO that gets them excited for the year ahead
- Ensure that every rush is planned smoothly and is exciting and interactive for both prospective members as well as shows chapter personality
- Work with outside organizations during the summer (schools, temples, etc.) and the Mazkirim to make "What is BBYO" flyers to ensure the year the starts with prospects
- Promote a big push to bring girls that did not previously register for a chapter and have them return for Spring Intake Night
- Make DC council MIT kits that include BBYO information packets

Retention

- Stress the importance of membership experience and appreciation, not just upperclassmen
- Work with counterparts to find the most effective ways for their chapters to retain members and make sure every MIT mom has a plan
- Implement Junior/Senior programming before meetings a few times a term to keep up upperclassmen appreciation and push for them to come back
- Thinking about who is reasonably retainable
 - Make sure members are being retained after 6 months not just 26
- Plan a Council Senior re-induction night
- Encourage chapters to make grade committees & spirit chairs to keep every grade involved
- Work on evaluating the reasons people don't come back and work from that

{Re} Education

- Make an easy to understand BBG/BBYO encyclopedia
- Encourage Inter-Chapter education sessions
- Plan education dinners before meetings for all members, not just MITs
- Send out survey to older members about what they wish they had learned
- Work with Mazkirim to promote YLI to new members
- Send PIT (parent in training) emails to parents new to BBYO to keep them updated on upcoming events and programming
- Council wide parents education brunch

Sisterhood

- Use council meetings as a time for sisterhood programming within the council, allowing chapters to understand the sisterhood of our council and what quality sisterhood programming looks like
- Start council big & littles- creating stronger sense of unity and sisterhood in the council
- Secret Sisters: similar to secret santa for for DC BBG sisterhood
- Work with MIT moms to plan multi-chapter sisterhood programs
- Help chapters re-establish brother/sister chapter bonds

Counterparts

- Create a 5 week plan for recruitment that allows Morim to strategically keep track of prospective members as they move through the recruitment process
- Provide resources for all MIT moms
 - Make sample outlines for rush, inductions, sisterhood, intake night
 - Make sample mit comms
 - Make a personalized "how/what to text prospective members" guide
- Have a huge celebration around Mother's day in the spring with both fall term and spring term MIT moms to celebrate all of their progress this year
- Create a MIT mom buddy system where MIT moms are paired with each other to elaborate ideas and help one another
- Bi-weekly check in calls with counterparts
- 2 counterpart sleepovers: beginning of fall term and then an evaluation sleepover beginning of spring term

Summer Programs

- Teach counterparts how to personalize conversations in order to get members signed up
- Make incentives for BBG and AZA to promote summer programming
- Hold a summer program information sessions at New Member Weekend
- Create summer program alumni in pump up video to encourage members and get them excited for summer experiences
- Host a parent info session with summer program alumni
- Write letters to DC girls attending summer programs

New Member Weekend

- Strive for Educational Programming throughout the entire convention
 - What is each board positions and what it means
 - Use 3 days together as a mini CLTC
 - Separate each cabin into a mock chapter
 - Have mentors act as advisors to teach different skills need in BBYO
 - Have planned cabin bonding each night introduce a mini good & welfare
- Plan underclassmen programming after NMW to help 8th and 9th graders stay in touch with their new regional friends
 - Exclusive NMW program at Council convention
- Plan unique and exciting inductions so that girls feel connected and excited to be inducted into NRE

ilana michelle kaplan

IS CAUCUSED FOR THE HIGHLY ESTEEMED POSITION OF
D.C. COUNCIL 69TH MIT MOM
FOR THE 2017-2018 PROGRAMMING YEAR

"WE SAT AT THE EDGE OF THE WORLD & YOU
ASKED ME TO TELL YOU WHY & THOUGH A
THOUSAND THINGS CAME TO MIND, UNDERNEATH
THEM ALL WAS A QUIET VOICE SAYING, BECAUSE
YOU REMIND ME OF EVERYTHING THERE IS IN
THIS WORLD TO LOVE."

my sister bnai brith girls.

We spend countless hours at programs, meetings, on program calls, or at chair meetings but very rarely ask ourselves *why*. Why do we work tirelessly to bring interactive and unique programs to our chapters? What is it that drives us to come back each week when there are so many other activities for us to be a part of? My sister Bnai Brith girls, the answer is *love*. We BBGs share a common love for an organization that is so much greater than ourselves. If elected your 69th MIT Mom, I will put in the extra effort to ensure that every member in our council feels the same power of love that you did when you were recruited. Girls feel connected when they have an understanding of what they're a part of. This programming year, let's work to educate every member, not just the new ones and make the love between every sister stronger than before.

Submitted with undying love for DC council #54, I forever remain

ilana michelle kaplan

damn proud candidate for your 69th DC council MIT Mom

KO'ACH BBG #2529

- Mit Mom ST '17
 - Recruited ___ girls
 - Sisterhood Program ▶
 - MIT Education Sleepover ▶
 - MIT Kid Nap ▶
 - Member Appreciation program ▶
 - Stand Up Program ▶
- Mazkirah ST '16
 - Published 2 and a half chapter newspapers
 - Restarted the Ko'ach blog
 - Revamped the Instagram and website
 - Promoted YLI and had at least 4 members at each one
- Senior Appreciation Chair ST '15
- Stand Up Chair FT '15
 - Stand Up Program ▶
- Mittie Committee FT '16
- Chapter Convention '15 '16 '17 ◇
- Chapter Kallah '15 '16 '17
- Planned variety of programs with many folds
- Ko'ach Leadership Training Institute '14 '15 '16
- Member in good standing that attends all programs and meetings since FT '14

DC COUNCIL #54,

NORTHERN REGION EAST, THE INTERNATIONAL ORDER

- International Convention '17
- New Member Weekend '15
- MIT/AIT Lock in '15
- Regional Convention '15 '16 * '17
- Council Convention '16 '17 *
- YLI FT '15 ST '16
- J-Serve '15 '16 '17
- Spirit Day '16 '17
- Kickoff Dances '14 '15 '16 '17
- SHHT '14 '15 '16
- Awards Night '16
- Council Execs '16 '17
- Voice Your Vote '16
- Impact L'Atid 2016-2017
- Attends as many council meetings & events as possible

KEY

* Steered ▶ Planned ◇ Future

qualifications