

Hailey Lauren Appel

My sister B'nai Brith Girls,

Only two years ago I joined Lake Ontario Region, not knowing the impact that it would have on me. Through my experience in LOR and BBG, I learned valuable leadership skills and have grown to be a more confident, social person.

I believe it is my time now to show all that I've learned, and try to share my knowledge with the girls of this region. I want to see a more powerful LOR, one with tight knit connections and a strong presence.

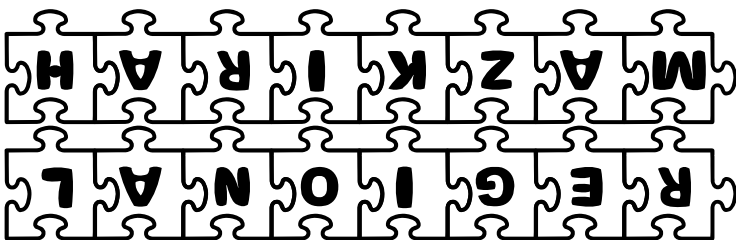
If elected I plan to do this to the best of my abilities, and give this region 110% of my dedication and passion for BBG.

Strength and dignity are our clothing, and I wear this with pride. The powerful unification of the B'nai Brith Girls is one that is ever growing, and I want to do everything that I can to serve the amazing girls in this order.

Submitted with undying love for Lake Ontario Region, my sister BBGs, puzzles and my commitment to BBYO, I remain,

Hailey Lauren Appel

Damn proud candidate for your next regional Mazkirah



Proud Candidate for the High
and Honourable Position of



Regional Speak UP Chair 2013-2014

- o Successful Speak UP Week videos that gained recognition from the International CEO of BBYO
- o Planned and executed a successful workshop about Speak UP programming at Winter Regional Execs.
- o Chaired UJA Walk With Israel Planning Committee

Chapter Birthday Card Chair 2013-2014

- o Created birthday cards for members on their birthdays
- o Posted birthday shout-outs to members [in the chapter group] on their birthdays

Chapter Social Action Chair 2013-2014

- o Raised over \$100 as a chapter
- o Successfully sold bracelets at Laser Quest to fundraise
- o Raised awareness for Breast Cancer

Chapter Sh'lichah 2014-2015

- o Brought in a Holocaust survivor to speak to Ahava and Achim
- o Planned and executed a variety of successful programs throughout the year
- o Ran successful Havdallah services
- o Stayed in constant communication with my board, co, counterparts and corresponding chapter chairs

Regional Yearbook Chair 2014-2015

- o Chaired the Yearbook committee
- o Created LOR's first ever regional yearbook
- o Communicated effectively with the yearbook committee and regional staff

Executive Conferences Attended

August XXs 2013 and 2014

Winter XXs 2014 and 2015

Elections Workshops 2014 and 2015

Awards

Silver Star of Deborah 2015

Conventions Attended

Tournies 2013

Spring 2014 ★

iRLTC 2014 ★

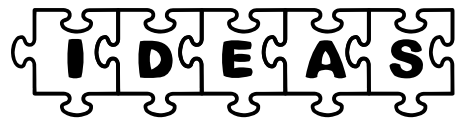
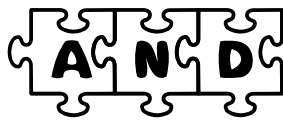
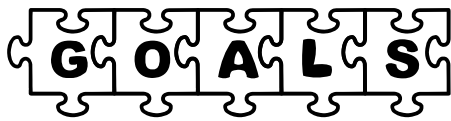
Tournies 2014 ⚡

Spring 2015 ★

Legend

Denotes Steered ★

Denotes Coordinated ⚡



Communication: How the pieces of the puzzle connect

- Utilize social media to advertise LOR
- Communicate with the Canadian Jewish News to recognize LOR in the Jewish community
- Create a bi-monthly regional newsletter on what's happening in the region
- Create a 2nd annual regional yearbook
- Use "Remind" to create a mass text to phone system to inform members about upcoming programs and events
- Create an LOR app with an event calendar, and access to a regional executives directory
- Create surveys for after each convention to get feedback from members to improve experiences
- Have an end of year overall survey about different events, experiences and improvements
- Create reflections for steering committees to complete after each convention to learn how to improve convention planning for the future
- Create reflections for regional board members to do, to give feedback at the beginning, middle and end of the year

Goal: To take advantage of new forms of communication to gain useful feedback and

Fundraising: Making connections with our donors

- Work with chapters to have fundraising at every level of the region
- Have a regional fundraising fair where all chapters can fundraise for their Stand UP cause and chapter bank
- Educate members on ISF to create an emotional connection on reasons to donate
- Have fundraising goals for chapters and for the region set and the beginning of the year
- Create an IC spirit fund that we can fundraise for to get higher quality spirit wear for IC that won't be too expensive
- Partner with local businesses to assist and support in fundraising and merchandise donation

Goal: To create new and innovative fundraising ideas that will help LOR prosper.

"Its always the small pieces that make the big picture."



Social Media: Connecting in the online world

- Use snapchat to promote events and create stories while events are taking place
- Use twitter to promote all regional and chapter events, and opportunities for community or regional involvement
- Use Instagram to advertise LOR events through a variety of pictures
- Create a BBYO parents Facebook group to keep parents updated on events and allow them to communicate easily with each other
- Have a monthly hashtag; the chapter that posts the most things under that hashtag will win a prize
- Use regional social media to help promote chapter social media accounts

Goal: To identify a larger audience for Lake Ontario Region and reach out to them across various online platforms.

International Programs: Expanding our puzzle

- Create a summer program promotional video including members who attended summer programs and have clips sent in from people in our region and other regions
- Have more teens attend IC 2015, and draw from the personal experiences of others in previous years to convince other members to attend
- Have a summer program and IC information night for teens and parents, held in October/November where teens share their experiences and we Skype with a summer program coordinator
- Create a buzzfeed survey about "Which summer program should you go on?" to motivate members to attend summer programs

Goal: To encourage members to attend international programs and help Lake Ontario Region have a larger international presence.

Globalization: Connecting across the order

- Create a BBYO Canada Network
- Work with the regional Sh'lichah to have monthly updates about Jewish happenings around the world
- Arrange for Skype calls with other regions/councils so members can learn about BBYO in other places
- Get in touch with members from BBYO Europe to learn and teach about BBYO there
- Continue to develop the relationship between LOR and GCR and connect with other regions

Goal: To help members of Lake Ontario Region understand what goes on across the international order.

Working with Counterparts: Connecting with other leaders

- Create templates on creating newsletters/emails/social media accounts for my chapter counterparts
- Have monthly meetings with my co and chapter counterparts alongside constant communication online
- Attend programs led by my chapter counterparts
- Keep communication strong within the BBG Regional Board for the most effective level of functionality
- Work effectively with the BBG board, my co and counterparts

Goal: To keep a strong connection with everyone that I work with.