

My Sister B'nai Brith Girls,

BBYO has shrunken our world, but *how*? I've wrestled with different explanations as to how BBYO could compress the world, but it turns out that the answer is more than just BBYO. The answer lies in **perspective**, which can only be shaped by the **impact** BBYO has on the individual. When BBYO impacts the life of a Jewish teen it not only connects that teen with their Jewish identity but with all Jewish teens globally. Because of BBYO, I've learned to see Jews as a **connected** people linked by time and heritage.

As young women, the world can feel like a big, scary place - difficult to navigate and find where you "fit." However, when we shrink the world it's easier to see **find where we belong**. As Jewish women, we will always belong, and as B'nai Brith Girls, we have the responsibility to ensure every Jewish woman feels that way. It's the BBYO impact that connects us to who we are, so that we can connect with each other as the **first global generation**. We are the future of the Jewish people. We are B'nai Brith girls.

Submitted with undying love for knowing we belong, shrinking the world, gaining perspective, you, me, and the future of BBG, I forever remain,

Hannah

Harper Anne Weissburg
Caucusing for the high and honorable position of 68th International Mitzkirah

The difference we made in our world through BBYO

Locally: Etta Spier BBG #372

Chapter Mitzkirah '10 AND '11 (6 month terms)

*Created a Chapter Website

*Established new calendaring system

*Made retention packages for prospective & returning members

*BBYO Editorialist for the Federation Paper

*Sent 80% glow Mitz to CLIC

Chapter Gibbarit '11 (6 month terms)

*Raised \$300 selling Eastern Sunglasses at K/C Shuk

Fulfilled the "philanthropy" component of Stand Up by collecting cans

Community Service Chair '10 - '11 (year-long term)

*Monthly Services @ Abbottwood Senior Living Center

*Coordinated "Kids in the Kosher Kitchen" with Chabad

*Led a six-fold Stand Up Program for our chapter and autistic Jewish children

Eastern Region: North Carolina Council

North Carolina Council 'N'stah (2011-2012)

*Made Chapter Stand Up Efforts 3-folded: Service, Philanthropy, and Advocacy

*Created our first BBYO Connect Council Chairs

*Increased Regional Cohesion by having Regions and council conference calls

*Implement Convention Publicists for each convention to enhance event marketing

*Utilize our FAN Network by ensuring chapters included parents/community members

*at least one of their programs

*Co-Created Eastern "Double Chai Globalization" Project to raise \$3,600 for ISF and

impact two lives

*Surpassed all BBG membership and BBYO Connect goals by January 1st 2012

*Coordinated the Eastern Regional Execs Convention
*Coordinated a successful board training

Globally

International Order (2011-Present) Ambassador to BBYO

Australia/New Zealand

I initiated a contact made last year in

addition to establishing a new contact with

a Reform Synagogue in Sydney

Awards

Memorah Phdote & Principles Award

Gold Star of Deborah (pending)

Silver Star of Deborah (pending)

Chai hal! Friendship Circle Volunteer '10 - Present

Student Council '06 - Present

*Class vice President, Class President, Class Secretary

Temple Emanuel Madricha '09 - Present

Heads List (Tanner Roll) '06 - '11

Model UN President

Honor Board '10, '11

*Lobbed for: Employment Non-Discriminatory Act

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Outside of BBYO

Chai hal! Friendship Circle Volunteer '10, '11, '12*

- Spring Council '11 = Convention Publicist

Eastern Region Junior Senior '11, '12

*Steering: AIPAC Program

*Regional's '11

*Steering: AIPAC & Globalization Programs

*MIT/TAU '09

- MIT/TAU '11*

- Trans/ Dorem leader

Regional/Council Events

Spring Council '10, '11, '12*

- Spring Council '11 = Convention Publicist

*Sweetheart Bean '09, '10, '11

Winter Cultural '10, '11, '12

*AIPAC & Globalization competition in '10

MIT/TAU '09

MIT/TAU '11*

- Trans/ Dorem leader

Ready to change the world: Now

"Angechad" One people

I'm NOT waiting on the world to change.
I'm waiting for my chance to change the world.

HARPER ANNE WEISSBURG

Running to serve as your 68th International Mitzkirah

We have the world in our hands

It's up to us to use it.

Marketing

- ★ Implement the new BBYO brand universally
- ★ Serve as a resource for all R/C and international convention publicists and devise marketing strategies that center around the four "R's" of event promotion: Register, Remind, Reinforce, and Report
- ★ Create a general event promotional video template that incorporates the new BBYO logo for Regions/Councils to use
- ★ Encourage moving outward into the community in order to build relationships with JCCs, Federations, Jewish Student Unions, etc.
- ★ Centralize all social media usage such as Face Book groups, Regional/city pages, twitter accounts etc. to redirect users back to the updated B-linked as the ultimate info source
- ★ Expand the responsibilities of Mazkirim, Katvaniot, Safraniot etc. to include social networking
- ★ Highlight the difference between marketing to parents, prospects, and members, and train my counterparts on when and how to use the new BBYO brand to effectively engage their audience

Counterpart Communication

- ★ Respond to all emails/texts etc. within 24 hours in order to lead by example for my R/C co's
- ★ Feature a counterpart of the week to encourage them keep me in the loop so I can recognize them for their hard work
- ★ Continue the M'GOSK FaceBook Group with weekly position-specific tips
- ★ Organize on Dashboard by utility: the resources my Regional/Council Counterparts create and make them available to the entire M'GOSK counterpart network on a Region, Council, and Chapter level to ensure no one does the same thing twice
- ★ Have bi-monthly issue-specific conference calls and decide the call focus based on counterpart feedback
- ★ Create a monthly online counterpart survey that asks them to identify areas of strength and those in need of improvement in order to develop a region/council-specific strategic plan, help guide me in what resources would be most beneficial for the majority of my counterparts, and determine the agenda of the next open R/C co call
- ★ Encourage cross-position collaboration by organizing counterparts by hub in order to make R/C counterparts more accessible as an additional resource

ILTC

- ★ Make ILTC serve as an expansion of a R/C LTI by including programming that shows by example how to bring Stand Up, Speak Up etc. home to one's chapter/region/council
- ★ Equip BBYO leadership with a year-long network and resources
- ★ Providing more opportunities within ILTC for attendees to learn for themselves their own leadership strengths/weaknesses by testing them with various leadership challenges: planning a LTI, leading a services etc.
- ★ Incorporate: "Beyond BBYO" lessons in the separates a plan to help give the set curriculum a more personal
- ★ Bring in representatives from different Jewish organizations with a similar mission to BBYO so that attendees gain exposure to other Jewish organizations available to them after high school and have new ideas as to how BBYO can mimic and adapt the strategies for success that similar organizations employ. For example: Moishe House, Hillel, Birthright etc. Not only will it widen their Jewish leadership perspective but it can help BBYO build partnerships when they return to their home communities
- ★ Organize participants into "Networks" (building off the new international chair network concept) in place of "blue print groups" and create a follow-up plan between the designated staff leader and their group members
- ★ Develop a 10-month strategic plan to market the program including promotional videos, testimonial, and open call to the order to answer questions about the program and a call for the previous summer's alum for feedback and ways to improve the curriculum and programming
- ★ Include programming that addresses the needs of different regions of different sizes
- ★ Have participants fill out Leadership Style Diagnostic Tests before attending the program in order to ensure groups incorporate different leadership styles and allow participants to broaden their leadership perspective

Fundraising

- ★ Work with International Sh'lachim to reinforce the "philanthropic" pillar of Stand Up
- ★ Aid Regions/Councils with domestic fundraising; sending their own teens to international conventions and summer programs by providing resources and ideas for self-fundraising
- ★ Clarify the scholarship request process with an international calendar of scholarship deadlines for R/C and/or international financial aid
- ★ Increase transparency by creating an allocation committee and publish a public report explaining how the money fundraised for ISF will be spent that programming year. The committee will be chaired by international BBYO Staff, the Godol & N'siah, global ambassador network and international Mazkirim
- ★ Fundraise \$50,000 for ISF in order to transition from our current fundraising maximum of \$34,000 back to what we use to raise: \$60,000
- ★ Create a personal component to fundraising (philanthropy) by coupling all fundraising initiatives with service and advocacy

ISF

- ★ Give meaning to the Menorah Pledge Principle: Global Jewry, through our fundraising efforts
- ★ Work with the International Fundraising Chairs to set regional fundraising goals
- ★ Create an allocations committee with Hub representatives and Global Ambassadors in order to transparently show where funds are spent how they are used

Globalization

- ★ Adapt BBYO's mission to include: "furthering BBYO's commitment to Jewish peoplehood"
- ★ Engage the Jewish Service Corps fellows, strategically located globally with a promise of supporting BBYO, in the global ambassadors program
- ★ Work with Moishe House, Hillel, ROI Communities etc. (all funded like BBYO by the Shuesterman foundation) to appeal to major donors and the same younger Jewish demographic in order to create a mutually inclusive goal of engaged young adults in Jewish life
- ★ Implement the same BBYO database internationally, so international versus domestic programming & membership are one in the same, in order to foster a sense of global unity
- ★ Tactic: build partnerships around key program areas, service, Israel, and encourage global travel opportunities (Passport to the World, MOTL etc), and implementing the new brand universally
- ★ Oversee the Global Ambassador Network (GAN) as Head Global Ambassador with monthly conference calls and a monthly "Globalization KIT" (Keeping-in-touch communication survey)
- ★ Help globalization become a visible presence on a chapter level
- ★ Create "Country Profiles" for each international delegation as folder for globalization programming
- ★ Institute the first ambassador training outline to ensure they are equipped with the facts and skill set to be effective ambassadors. In turn, the ambassadors will be asked to ensure these skills trickle down to the chapter/council/regional level through programming and guide preparation efforts for attendees for BBYO Ambassador Summer Experiences
 - ★ Lessons include: professional writing, phone/Skype conduct, "culture coaching" etc.
 - ★ Invite professionals internationally (within and beyond the BBYO community) to lead culture coaching - for example: bring in representatives from the JDC (American Jewish Joint Distribution Committee)
- ★ Ensure every ambassador has a sense of ownership in BBYO's globalization efforts by including those who experience difficulty communicating with their delegation in the success of other delegations by having "sample calls" with foreign delegations and allowing all ambassadors to listen in
- ★ Capitalize on our universal connection to Israel by engaging more North American teens in AIPAC summits and globalizing our Speak Up efforts through programming
- ★ Encourage regions/councils with a specific partner delegation to use that country's ambassador as their liaison
- ★ Send at least one teen from every delegation to attend a BBYO summer program and/or IC
- ★ Implement the International Exchange Program with an emphasis on Jewish community development
 - ★ Two-folded: serve as the country's liaison and help bring their culture to foster a sense of global Jewry in their home community