



# Aleph Jacob Meyer Nitzkin

# 90th Grand Aleph Mazkir

## Leadership

### AIT Moreh (1 Year)

- Recruited a class of 19 members

### Aleph Mazkir (1 Year)

- Created 10 issues of Mazkir Monthly Newsletter promoting Summer Programs
- Recruited 34 Alephs for International Programs
- Coordinated a 5-Fold Promotional Event

### Regional Convention Coordinator (6 Months)

- Oversaw 9 committees, organized logistics, managed finances, and led 46 Alephs
- Most Distinguished Chapter Award, 17 awards

### Aleph Moreh (6 Months)

- Innovated chapter recruitment and education

### Regional Judaic Chairman (1 Year)

- Wrote and led services for Conventions
- Led Michigan Region's first AZA/BBG Shabbat

### Regional BBYO Connect Committee (1 Year)

- Efforts led to a 57% increase participation

### Michigan Adult Commission Teen Liaison (1 Year)

- Work with adults to fundraise for BBYO

### Fisher Platform Database Manager (1 Year)

- Currently managing the International Order's largest compilation of platforms

### International Mazkirim Committee (1 Year)

- Promoted ISF on the International Level
- Wrote fundraiser outlines

### Song Leader: Chapter, Regional, Int'l (3 Years)

- Enhanced members' experiences by leading services and song sessions

## Honors

Freshman Leadership Band Award 2011

Michigan Region Rookie of the Year Award 2012

Bronze Shield of David 2013

Detroit Federation Kindness Star Award 2013

## Why

I'm running to be your 90th Grand Aleph Mazkir because I want to make a difference in every single one of my Brother Alephs' lives. My passion for the Aleph Zadik Aleph comes from my relationships - the bonds I share with my chapter, my region, and every single one of you.

I want to serve as your 90th Grand Aleph Mazkir, because I'm passionate about creating new relationships between my Brother Alephs. I want to use our connections to unite the Order as one force of change, inspiring experiences and memories for a world of people.

Every idea I have supports my main focus: **Create Meaningful Relationships between Jewish Teens** throughout the world.



## Involvement

### Max Fisher AZA #337:

Chapter Programs 2011-2014  
Chapter Fundraisers 2011-2014  
Chapter Meetings 2011-2014  
Chapter Executive Board Meetings 2012-2014  
Chapter Convention 2011, 2012, 2013, 2014 \*

### Michigan Region #63:

Young Leadership Conclave 2011, 2012^  
Fall Convention 2011, 2012, 2013  
Spring Convention 2011^, 2012^, 2013^, 2014^  
Regional Convention 2011, 2012^, 2013  
Stay Up to Stand Up 2012  
Regional Kickoff 2010, 2011, 2012, 2013, 2014  
Coffee House 2012, 2013  
AZA/BBG Shabbat 2012-2013^  
Stand UP for Detroit Concert 2013  
J-Serve 2013, 2014^\*  
Mr. AZA 2010, 2011, 2012, 2014^\*  
Regional States and Installs 2013

### International Order:

CLTC 5 2012^  
International BBYO Connect Summit 2013  
International Convention 2013~, 2014^~  
Hunger Is Not A Game 2013^  
International February Execs 2014  
BBYO/NFTY Mifgash 2014  
IC Stakeholder Reception 2014  
ILTC 2013  
ILSI 2014 \*

## Denotes

\*Denotes will be attending

~Denotes delegate

^Denotes led services or helped coordinate

# My Brother Alephs,

Reaching out is the first step of a journey. In 1936, a single decision shaped how we see the world as Global Jews when our first intercontinental chapter was born in Bulgaria. Since the foundation of the Aleph Zadik Aleph, we have been striving to give our brother Alephs all around the world a **unique Jewish experience**, a **strong sense of unity**, and a **home**. Our movement's efforts have affected teens in over 40 countries. My vision for our 90th year is simple: **Bring the BBYO experience to more Jewish teens**, and use Global communication to **enhance the experience of every Aleph**. From the United States to Bulgaria, and Canada to Argentina, we will share the **Fraternal Bonds of our movement**. Every Aleph's experience will be amplified by increasing **communications**, making **connections**, and building **relationships** within the Global Jewish Community.

Fraternally Submitted With Undying Love for 40 Countries, 7,000 Alephs, and One Movement, I remain,

## Aleph Jacob Meyer Nitzkin

### Communication

#### Revolutionize The Shofar Newsletter

- Encourage Alephs/I-Board to write about their BBYO experiences and local communities
- Create Resource Page linking to all BBYO databases
- Send to every member of AZA and BBG Quarterly

**Result:** A quarterly newsletter will increase global connections, empower article writers, and engage the Individual Aleph.

#### Mazkir Monthly Newsletter

- Establish the Mazkir Monthly Newsletter as the standard regional promotional tool
- Assist every Mazkir in their promotional efforts by creating templates, giving resources, etc.

**Result:** Interesting and consistent promotion of programming will lead to greater attendance.

#### Master Event Calendar on BBYO.org

- Create a Calendar that lists events of every region
- Include event descriptions/contact information

**Result:** Regions with similar future programs will be able to collaborate to make their own events better.

### 90th Grand Board

#### Serving as a Member of the Grand Board

- Work with the Grand Board to ensure that all International Initiatives and Programs are consistently promoted Globally
- Collaborate with the Grand Board to execute innovative Movement-wide ideas and initiatives

**Result:** Effective collaborative relationships will enable the Grand Board to turn our collective visions into reality.

### Globalization

#### Globalization and the Individual Member

- Hold a call every 2 weeks with the members of the GNC
- Share all information through the GNC blog, and have every member of the ILN contribute and promote it
- Have one Global Community per week release a video to all of AZA and BBG that shows pictures and videos of what they do, and their traditions, customs, etc.
- Host a monthly Global call with every interested Aleph and BBG about a different engaging topic
- Create a new series of Globalization programs
- Support chapters/regions/countries in executing at least 2 Globalization programs a year

**Result:** The GNC will serve as a medium of Global Collaboration and a creator of Global Relationships between ALL members of AZA and BBG. There will be more opportunities for the individual member to experience other cultures and celebrate our shared traditions with other Alephs from all over the world.

#### AZA/BBG Shabbat LIVE: A Global Celebration

- Coordinate AZA/BBG Shabbat LIVE with the Grand Aleph Shaliach and individual chapters/regions/countries
- Stream our AZA/BBG Shabbat Services LIVE to all Global Jews, starting with Israel and moving westward hourly
- Promote to Global Jewish Institutions and Organiztatons

**Result:** Global Shabbat LIVE will unite our Global BBYO community and give Jewish people worldwide an awe inspiring, spiritual Shabbat celebration.

#### Interactive BBYO Globe

- Create an Interactive Globe on the BBYO website
- Click regions/countries for chapter information, contacts, pictures, and more.

**Result:** Every BBYO member will be able to explore our Global BBYO community.

### Fundraising

#### ISF and Stand UP Fundraising Engagement

- Add an ISF tab to the BBYO Stand-UP website that enables chapters, regions, and countries to record fundraising goals
- Enable chapters, regions, and countries to choose where their donations go and which causes it helps support
- Create Stand UP/ISF action plans with every Chapter, Region, and Country

**Result:** Chapters, Regions, and Countries will allocate ISF funds, allowing them to gain ownership of their fundraising and the positive change they make.

#### Gizborim Fundraising Resource

- Include information about planning, marketing, social media, and execution
- Compile a Database of Fundraisers
- Establish the Degrees of Fundraising Excellence

**Result:** Gizborim will use the resource to plan and execute more successful fundraisers.

### Counterparts

#### Counterpart Networking

- Host video calls with a Council/Region each week separately for Mazkirim and Gizborim
  - Email Counterparts every two weeks to update them about our promotional and fundraising efforts
  - Maintain consistent accessibility for Counterparts to schmooze, brainstorm, and problem solve
  - Create "Mazkir/Gizbor Sharing Space" Facebook page
- Result:** Strong Grand Mazkir/Counterpart relationships and internal Regional Counterpart Networks will improve communication and engagement throughout the Order.