

# Dare to be more.

My Sister B'nai B'rith Girls,

You've heard it all before. In programs, in our teen priorities, and even in the Menorah Pledge, we're constantly being told that BBYO is the future of global Jewry. That the connections we make now will forever leave a mark on future generations. That having conversations with teens in other countries allows us to amplify our voices across time and space.

But it's time for us to start taking it further.

We must dare to truly dedicate ourselves to globalizing our movement.

We must dare to magnify our philanthropic efforts and increase our contribution to the International Service Fund.

And we must dare to spread BBYO's message across the world through marketing and social media.

*"We must dare to think 'unthinkable' thoughts. We must learn to explore all the options and possibilities that confront us in a complex and rapidly changing world." --J. William Fulbright*

Now is when we dare to take our connections and efforts to the next level.

My sister B'nai B'rith Girls, I'm ready to do things that have never been done before.

I dare you to join me.

Respectfully submitted with undying love for the future of our Order, our global impact, and BBGs from Boston to Bulgaria who continue to inspire and influence, I remain,

Josie Taylor Roth

Proud Candidate for your 70<sup>th</sup> International Mazkirah

"Hope lies in dreams, in imagination, and in the courage of those who dare to make dreams into reality."  
-Jonas Salk

## QUALIFICATIONS

(Chapter Terms- 6 months,

Regional/International Terms- 12 months)

- ~ Coordinator
- ~ Delegate
- ~ Steering
- ~ Future

### International Order of the B'nai B'rith Girls

~Chairwoman, International Mazkirah Committee 2013-2014

-Working with committee members to make ISF fundraising, communication, and globalization more accessible to M/GCOK counterparts  
-Helping spearhead ISF fundraising through promotional materials and counterpart communication  
-Working in tandem w/ Global Networking Committee to make globalization implementable at the grassroots level

~Coordinated BBYO Stand UP and Rebuild Teen Issue Summit 2013%

-Contacted over 60 teens and led marketing efforts w/ three other coordinators, created and led innovative programming and impactful community service projects in Staten Island, NY for the benefit of Hurricane Sandy victims

~JC Press Corps 2014

-Spreading the news and messages of IC 2014 to Allegheny, BBGs, & the greater Jewish community

~LN Stand UP Committee, Southeast Hub Chairwoman 2012-2013

-Helped run international counterpart call, contacted over 30 counterparts in the Southeast Hub to help establish Stand UP programs, set fundraising goals, & train to use website

~AZAA/BBG Global Shabbat Steering 2012 & 2013

-Outreach and Program Committee (13), contacted counterparts and established exciting, global-themed Shabbat programs and services

-Wrote a sermon utilized by chapters and regions throughout the Order (1/2)

~ Events & Awards ~

Global Partners Summit 14 ~ February Executives Conference 13 ~ 14 ~ International Convention 13 (Day of Service & Advocacy Site Leader) 14 ~ LTC 2013 ~ Impact DC 13 ~ CLTC 7 2012 (Kehillah BBG Shichul) ~ LSI 14 ~ Hunger is Not a Game Teen Issue Summit 13 ~ APAC Policy Conference 14 ~ ~ APAC High School Summit 12 ~ Silver Star of Deborah Award ~ Golden Star of Deborah Award ~ Eternal Light Recruitment Award ~ Anita Perham Stand UP Award

Gold Coast Region

~J-Serve Chair 2013-2014

-Currently organizing the largest J-Serve event in GCR history with a focus on advocacy and fundraising

~Globalization Committee 2012-2013

-Helped run Globalization programming at regional convention, helped organize Valentine's Day IC 2013 fundraiser for ISF

~ Events ~

AZAA/BBG 13 ~ NJIT/AT 12 ~ LTI 13 ~ TC Launch Party 12#, 13 (created promotional presentation used throughout the Order, 1,000+ views) ~ J-Serve 13 ~ Kickoff 12, 13 ~ Latke Ball 1, 12

Halley BBG

~Member in good standing since Jan 2011

~NJ, fall 2013

-Established international initiatives in all chapter programs, raised \$1,000+ for ISF (with Gzibort) ~ Miriam Albert Chapter Excellence Award\*, registered largest non-host-city Chapter delegation for IC 2014

~Kavari, spring 2012

-Themed minutes sent out to chapter

**JOSSIE TAYLOR ROTH**  
Proud Candidate for your  
70<sup>th</sup> International  
MAZKIRAH

# Goals and Ideas

"Dare to visualize a world in which your most treasured dreams have become true." –Ralph Marston

## Globalization

Objective: Promote Global Jewry through the expansion and strengthening of our partnerships and global communities.

- ~ Obliterate the idea of "North American" and "Non North American"; stress the idea that we are all global Jewish teens united through common values and interests
- ~ Create a collection of globalization programs implementable in chapters, regions, and councils of varying experience with globalization programming
- ~ Work with counterparts and the S'ganim movement to establish the mindset that any program can incorporate globalization in a way that is both educational and inspiring
- ~ Foster a love and passion for globalization in BBYO's youngest members by utilizing our global connections and impact as a "selling point" for BBYO Connect teens transitioning to BBG Chapters.
- ~ Expand upon Global Networking Teen Calls; theme based on relevant and interesting social issues to which every teen around the world can relate in a unique way
- ~ Promote all globalization efforts to regions/councils through M'GOSK counterparts
- Form personal relationships and hold monthly one-on-one calls with global counterparts in order to strengthen global relationships and serve as a liaison between countries/regions/partnerships

## Fundraising and ISF

Objective: Reinvent the way we look at ISF and philanthropic efforts in order to strengthen fundraising on all levels.

- ~ Stress ISF as an extension of Stand UP; emphasize that we're not just sending teens to BBYO programs, but expanding the impact of our movement in our global communities
- ~ Be completely transparent with goals and progress through updates to the AZA and BBG website and an online "thermometer" so that regions/councils know how close they are to reaching their goals and where they fit in to collective pledges throughout the Order
- ~ Stress ISF as entirely implementable at the chapter level; surpass this year's chapter pledge goal (70) and strive for 90+ chapters to pledge money to ISF next year
- ~ Emphasize community engagement through all ISF fundraising
- ~ Expand upon the BBYO Program Bank to include a fundraising section through which members can upload successful endeavors and browse for inspiration

## Personal Promises

Objective: Continue to be the best leader and BBG I can possibly be.

- ~ Put forth 100% of my full and undivided effort throughout the entirety of my term
- ~ Inspire members to see BBYO, BBG, and our ever-expanding potential as a globalizing movement as I do
- ~ Remain accessible as a resource and a friend to every B'nai B'rith Girl

## Marketing and Communication

Objective: Utilize the extensive resources available to us in order to bolster and enrich BBYO's image and allow members to do the same.

- ~ Work in tandem with the international office/PR team on all international releases and promotional materials
- ~ Maintain BBYO's image as a globally impactful youth movement; release a "How to Explain BBYO" guide so that this image is maintained as positive and uniform through all press and community interactions
- ~ Establish an online BBYO Photo Bank that can serve as a resource for flyers, and releases, as well as a way for interested community members to explore BBYO through a visually captivating medium
- ~ Host a "Best of BBYO Branding" competition to recognize best use of branding in flyers, promotional materials, clothing, etc.
- ~ Encourage use of "unconventional" marketing tactics through recognition of chapters, councils, and regions that successfully promote events through mediums other than Facebook, Twitter, Instagram, etc.
- ~ Reinvent, maintain, market and utilize *The Shofar Newsletter*; include articles written and pictures taken by members of the ILN, the Grand and International Boards, and members at the regional, council, and chapter levels; publish online and make available to the public in order to further spread the image of BBYO as a "movement making a difference"

## ILN

Objective: Expand upon the impact of the ILN by creating more opportunities for passionate Alephs and BBGs while improving overall organization and commitment to goals.

- ~ Strive to select enthusiastic and devoted committee members in order to create the most efficient and influential committees possible
- ~ Incorporate GNC and GAP-C projects with one another in order to synergize and improve quality
- ~ Encourage committee members to take the lead on individual projects
- ~ Select GNC and GAP-C chairs (two per committee) with distinct visions and goals for their work in the coming year

## 70<sup>th</sup> Board

Objective: Be a supportive and productive member of the International Board

- ~ Assist fellow board members in the realization of their goals
- ~ Take active minutes during all international board conference calls and meetings
- ~ Attend all board retreats and meetings
- ~ Work closely with my Co throughout the year on all possible projects
- ~ Remain within the mindset that we must not limit one position to one aspect of our movement, and lend a hand in any international project regardless of which priority it falls under

## M'GOSK Counterparts

Objective: Assist and utilize members of M'GOSK Movement to build upon the success of our Order.

- ~ Create resources to be distributed to the M'GOSK network (and made available to all members online on the AZA and BBG Resources page):
  - Marketing/Social Media "How-To Guide"
  - Fundraising/Philanthropy "How-To Guide," made in cohesion with the Grand/Int'l Sh'lichim Committee, applicable for any chapter or region that wants to raise money for Stand UP, ISF, and/or Scholarship
  - Globalization "How-To Guide," made in cohesion with the Global Networking Committee
  - Templates for letters to local synagogues, JCCs, etc. to ensure that chapters are able to send a uniform message to community partners
  - Templates for taking minutes at regional, council, and chapter business meetings
  - ...Eventually comprise all of these resources in a 2014-2015 M'GOSK Handbook so that everything is easily accessible and in the same place
- ~ Form personal relationships with all 70+ regional/council counterparts through initial one-on-one video calls
- ~ Break girls into smaller groups based on common issues/goals; hold additional conference calls in these groups to target and work through mutual challenges
- ~ Establish connections with chapter counterparts at the beginning of their terms through introductory e-mails and provision of personal contact information
- ~ Host bi-monthly "exploration calls" open to chapter, regional, and council counterparts
  - Examples of call topics: enhancing the image of your chapter/region/council, how to engage your communities, and social media beyond Twitter, Facebook, and Instagram
- ~ Utilize the counterpart network as one way to bring international initiatives to the chapters

## ILTC 2015

Objective: Inspire the current and future leaders of our Order through an experience that's as educational as it is enjoyable.

- ~ Personally contact every BBG attendee at least once before ILTC to learn what she is hoping to gain from the experience
- ~ Extensively review post-ILTC surveys in order to create an overall stronger program
- ~ Incorporate programming that stresses the applicability of skills learned at ILTC to the real world, beyond BBYO
- ~ Strive to create a K'Far BBG wherein each participant feels comfortable and accepted
- ~ Make every effort to abandon the notion that positions define success within ILTC and BBYO
- ~ Serve as an available resource and friend throughout the program

Actions speak louder than words - I pledge to hold myself to each and every one of these promises and to make every effort to leave a positive impact on our Order.