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- N 41<sup>st</sup> Term Chapter Aleph Gizbor
- N 42<sup>nd</sup> Term Chapter Aleph Moreh
- N 43<sup>rd</sup> Term Chapter Aleph S'gan
- N 63<sup>rd</sup> Term Regional Aleph Ach'vah
- N AIT/MIY Day 2009
- N Fall Convention 2009♦, 2010♦✓
- N Spirit Convention 2009♦, 2010♦
- N Conclave 2009, 2010♦, 2011♦
- N International Convention 2011
- N CLYC G 2010
- N ILTC 2011\*
- N Kallah 2011\*

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- N First Team Gizbor - Fall 2009
- N Headed the most successful fundraiser in my chapter raising over \$1,500.
- N Eligible for Tree of Life and Bronze Shield of David

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- ♦ Voting Delegate
- ✓ Coordinator
- \* Pending

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- N One of my goals is to have each chapter pledge the amount of money they are expecting to raise for their Stand UpI cause.
- N Each chapter will have a separate part of their chapter account dedicated to Stand UpI as well as one fundraiser per term where all the money goes to Stand UpI
- N I will help each chapter use their outside community; community leaders are an invaluable resource and are always willing to donate money.

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- N At the beginning of the term, each chapter will be asked to make a pledge to R\$F and the region will make a pledge to I\$F.
- N Reaching these pledges can be easily accomplished with some fundraisers that I will elaborate on in my speech.

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- N The newly elected Grand Aleph Mazkir plans to implement the Degrees of Fundraising as a branch of the Degrees of Programming.
- N 3<sup>rd</sup> Degree Fundraising is the highest level, and having all of the regional and chapter large scale fundraisers reach this standard will help raise more money.
- N Ultimately, if elected I will hold each chapter Gizbor as well as myself to a higher standard in order to reach the 3<sup>rd</sup> Degree.
- 3<sup>rd</sup> Degree Fundraising is:
  - N Planning the fundraiser at least a month in advance.
  - N Setting a timeline and meeting all your deadlines.
  - N Starting advertising early.
  - N Involving the chapter and outside community.
  - N Involving a lot of chapter members in the planning.
  - N Reaching and surpassing the goal for raising money.

### Merchandise

- ✧ Merchandise is a very important part of fundraising within the region.
- ✧ Items must appeal to all BSYOers, not just chapter members.
- ✧ To help figure out what the best merchandise is, I will send out a survey to the region with all the possible products and designs.
- ✧ A survey will let our region choose what products they like.

### Better Fundraising

- ✧ This is an intro to some ideas I have that will better our fundraising.
- ✧ If an idea works you can keep going to it, do not be afraid to repeat.
- ✧ Learn from what went wrong in the past and improve it.
- ✧ Know the crowd you are selling to and what they want.

### Counterpart Communication

- ✧ Individual calls to each chapter Gixber every other week.
- ✧ Send out monthly releases to my counterparts.
- ✧ Have a monthly conference call over Skype with all the Gixberim.
- ✧ Start a Facebook group for the Gixberim to use for communication and as a fundraiser bank.
- ✧ Have two training sessions per term about better overall fundraising.
- ✧ Setting individual goals with each Gixber. The goals will be specific to each chapter.

### Regional Fundraising Calendar

- ✧ As chapter Gixber, I did a fundraising calendar with advertisements from businesses and pictures of all the chapters that raised over \$1,500.
- ✧ I feel that on a regional level, this project could make even more money.
- ✧ Instead of having just a few people selling ads, everyone in the region could sell; half the money from the sales would go to their chapter and half to the region.
- ✧ With multiple people selling, we not only have a better calendar, more importantly we make more money.
- ✧ On a chapter level, this made over \$1,500; I feel that on a regional level this can easily make at least \$3,500.

My Brother Alephs, it is an honor to stand before you today as a candidate for your 64th Term Regional Aleph Gixber. It is time to take the next step; we have over 200 people at Conclave, but think about all the people that are not here. The more money we make, the more scholarships we can give out, and the more people we will get at Regional and International Events; improving the AZA experience for all. Fraternally submitted with undying love for the Grand Order of the Aleph Zadik Aleph, Felix Frankfurter AZA #2409, and Mountain Region AZA #47, I remain Aleph Max Allan Klein. *Max Klein*