

Emma Kate Landy

Is caucused for the highly esteemed position of Mazkirah

For Ko'ach BBG's Fall Term 2019

Qualifications

Ko'ach BBG #2529

- Active member in good standing since Fall Term 2017
- Attends all meetings and programs possible
- Sunshine Girl Spring Term 2019
 - Co-created the first- ever Ko'ach stationary & sent thank you's to all hosts
 - Made goodie bags for three conventions
 - Set up shark families with MIT Mom and posted challenges
 - Birthday bags, paper plate awards, Senior Sunday & Motw, 25 days of Ko'ach
- Mazkirah Chair Fall Term 2018
 - Made flyers for upcoming events
 - Posted on multiple social media platforms
- Around the World Shabbat★
- Global Shabbat '18
- MIT Rush ST '18, FT '18, ST '19☆
- Operation Beautiful Sisterhood Sleepover★
- Chapter Banquet '19
- J-Serve '19
- Chapter Kallah ST '19
- Chapter Convention '18, '19☆
 - Women in STEM Program★
- KLTI '17, '18☆

D.C. Council, NRE, International Order

- Fall Fest '17
- Kickoff dances FT '17, ST '18, FT '18, ST '19
- Sweetheart Heartthrob '18
- Shabbat For Our Lives 2018
- Council Convention '18
- New Member Weekend '18
- Regional Convention '19
- Awards Night '19
- CLTC 3 2019*
- Israel Journey 2019*

Other

- Social media & promotion committee member of JDS
- Mental Health Awareness Club
- Head of Social Action Committee in HGS Minyan

My Sister B'nai B'rith Girls,
A welcoming text. An informative and interactive Instagram story. An updated Upcoming events section on our website. While it sounds cliché, those simple yet effective actions that we can take have the potential and ability to lead girls to the experiences that create game changers. To the programs where they meet their best friend, and the conventions in which their passion for BBG comes alive. We often believe that the only way to achieve these goals is by doing something huge. But what if I told you, that it's the little things that bring us to the biggest places?
It is vital that we take a step back to see the influence and change that is inflicted by reaching out and making an effort.
Let's remember the impact of communicating while we take our leap

“We sometimes underestimate the influence of little

★Denotes Planned ☆Denotes Steered

Goals and Ideas

Jawshington Post

- Publish three quality and engaging editions throughout the term
- Ensure that themes reflect what members want, as well as choose themes that are interesting, fun, and relevant to members
- Make a master document of reasons why members should write for the Jawshington Post (collaborate with chairs to make)
 - Use to promote the Jawshington Post and increase participation
- Continue using a form for submissions instead of texting
- Make an updated "Meet the MITs" section
- Give goodie bags and thank you notes to every writer
- Include more interactive activities (quizzes, crosswords, word searches)
- Revamp the Jawshington Post archives to make them more organized and accessible (link all past editions)
- Joke/riddle competition-> members text me the answer for a candle

Website

- Continue to update and improve our website
- Introduce a login portal system
- Bring back and utilize the Ko'ach blog
- Update the Upcoming Events section biweekly to make sure that all information is correct and current
- Meet with advisors/board to discuss buying a domain for the website to help secure and advance the platform
- Add more content to the FAQ page and make it more helpful
- Revamp the Jawshington Post archives to make them more organized and accessible (link all past editions)
- Add to the platform database & ensure that the correct links are posted
- Make a term photo album and have it accessible on the website
- Update the feedback form to allow for comments/suggestions on anything, not just topics concerning board members only
- Make a section on the website for members to

Social Media

- Improve activity on all platforms (Instagram, Snapchat, Facebook, Twitter, VSCO, Pinterest, Remind 101, Ko'ach App)
- Promote all chapter, council, regional & international events through/on social media
- Post photos and videos from programs each week
- Make our social media platforms more exciting and fun, not just as a mean of giving out information
- Post in all Facebook events at least one week before the program
- Implement Senior takeovers on Snapchat
- Set up Facebook Livestreams of meetings for girls who can't attend
- Work with Sunshine Girls to reactivate and utilize the Ko'ach Kompliments Twitter account
- Implement push weeks to get members excited for events
- Make Snapchat geotags and filters for large events
- Vlog council/regional events to share on social media
- Update the Ko'ach app frequently and encourage utilization
- Have members send in photos to be posted on social media
- Create a chapter Spotify account
- Make and post Ko'ach BuzzFeed Quizzes each month

Promotion and Communication

- Promote all chapter, council, regional, and international programs & events
- Make hard copies of the term calendar
- Connect with another region or country to set up pen pals
- Work with Katvanit to make and post promotional videos each month
- Make a chapter groupme for the entire chapter to use
- Send out a feedback form or bring a feedback box to meetings to evaluate our communication skills and improve (ask members and parents for suggestions)
- Bring hard copies of flyers to meetings in addition to posting them
- Create a term scrapbook or yearbook
- Work with board/chapter to create a promotional video for Ko'ach
 - Marketing/advertisement video to spread the word about Ko'ach and showcase our chapter
- Make a Ko'ach Kontakt book (digital) with each member's contact information
 - Will help with reaching out
- Continue to utilize the Remind101, especially on the

