

"Be noble for you are made of stars."

"We pray that there may be stars for us to follow, stars moving across the heavens and leading us to our destiny."

"A star creates its own light."

My sister B'nai B'rith Girls, we are the stars.

proud candidate for the high and
honorable position of your
69th International

Mazkirah

- Global Fundraising 2012-2013 - worked with regional Magazines and Gizbot.com to increase ISF pledges - established connection with Buenos Aires lessens through weekly chats - developed/executed BYO Reach - released \$150 for ISF in 10 days - created promotional video and planned global digitalization rally - Shabbat committee, worked on fundraising committee, committed to Shabbat committee, raised \$15+ for American Cancer Society - planned IDF-inspired leadership program and anti-bullying program - EMLight Recruitmenrt Award # Silver/Gold Star of Deborah Award # APIAC Policy Conference 2012 & Interagency Excs 2013/Global Summit 2013 - Impact Boston 2013 #

International Order
הסדר הבינלאומי

“Don’t you see the starlight? Don’t you dream impossible things?”

**My sister B'nai B'rith Girls, have you ever looked up at the stars
and imagined the possibilities?**

You know the feeling I'm talking about. It's the same as when you look around the room during separates, caught by the small flickers of candlelight from the girls, the sisters, around you. You're struck by the potential, the future that awaits, and you're inspired, ready to take action, to move. But even with the fire and will to shake the Order, one B'nai B'rith Girl can't do it all on her own.

Our true strength as a movement comes when we stand together as one, when we fulfill our roles as the dreamers and believers, when we reach out to one another to make our wildest dreams a strong, lasting reality.

My sister B'nai B'rith Girls, it's time to connect. It's our turn to align to shape the future, to form the constellations that will guide the next generation, just as those in the past have guided us. It's time to act on our passion and push forward our goals and ideas, leaving a bright legacy burning in the sky for years to come.

It's time to take this Order to heights beyond the stars.
Submitted with undying love for shining brightly, reaching for the
stars and connecting into brilliant constellations. I forever remain:

Melissa Rachel Bosem

Melissa Rachel Bosem

Proud Candidate for your 69th International Mazkirah

Solutions

My sister B'nai Brith Girls

REACH THE STARS

Melissa
Rachel
Bosem

Melissa

* Rachel

Bosem

- Spring 2011 Mazkriah: - communicating to chapter of 40 girls - created/edited SRC print video - performed multi-faceted public relations - refresh and build belonging to organization
 - Fall 2012 Gizzorff: - held fund raisers throughout the term - proud Bahai British Girl in good standing since October 2010 - submitted to programming committee as examples - excellent communication techniques
 - Chapter Bonfire 2010, 2012: - attended 95% of chapter functions, including 80+ programs
 - Events Attended:
 - planned multi-fold programs
 - peer-submitted to programming committee as examples
 - excellent communication techniques
 - Media Intern at Holocaust Documentation/Education Center
 - The Puffin Post newspaper
 - Writer and layout editor
 - Head of Facebook page and website
 - planning promotional video & materials created for journalism convention, National-wide, state-wide, and local award-winning journalists
 - 200+ hours of community service

Kesher B'MG #2506

It is up to us to shine brightly, connecting and aligning to form the brilliant constellations, lighting the way for those to come.

GOALS AND IDEAS

M'GOSK Counterparts: "There stand the innumerable stars: shining in order; written in light."

- Hold monthly M'GOSK enrichment conference calls teaching skills such as online website creation, social media, graphic design, advertising, etc.
 - Encourage traditional forms of communication (and ensure year-long motivation) through holding M'GOSK skills contests such as "Most Creative Minutes" or "Best Regional/Council Newsletter"
 - Strive to form a personal relationship with each counterpart in order to better strengthen the M'GOSK Network and provide greater support
 - Provide additional support and more intimate interactions through M'GOSK focus groups
- GOAL:** Provide each and every counterpart with the resources, inspiration, and support she needs to succeed, while revitalizing the M'GOSK positions

Fundraising: "Reach for the stars and I bet that you'll soon become one."

- Build an online shuk featuring apparel and accessories from BBYO-brand items and possibly items submitted by each region, council, or chapter
 - Add a fundraising category to Program Bank to encourage regions to hold more creative fundraisers and share their successes
 - Create an ISF pledge-tracking website that incorporates and online donation option
 - Make fundraising easier and more interactive by creating an offshoot of Program Bank for fundraising, and allow regions/councils/chapters to submit their best fundraising endeavors
 - Surpass this year's ISF pledge goal (50K) and work towards reaching \$60,000 and upwards
- GOAL:** Strengthen fundraising on all levels to make an even greater contribution towards the International Service Fund and better support World Jewry

Globalization: "Even miles away, we are under the same sky and the same stars."

- Create inspirational globalization program write-ups so such programs can be more readily held
 - Publish more globalization informational releases and materials early on in the year to educate more members and leaders on the principles and practices
 - Strive to make the ISF fundraising year run from February-February to increase funds available for international delegations at summer programs and IC
 - Create a blog co-written by teens from each community to highlight endeavors and successes
 - Host a BBYO Teen Issue Summit on Global Jewry
 - Reinforce on a chapter level how globalization can add an additional perspective and facet to standard programming, fundraising, and BBYO experience
 - Continue changing the culture and dialogue of our Order to reflect that we are all global teens in a multi-national youth movement
 - Further Global Jewry by partnering with organizations like World Jewish Council and others
 - Further redefine the relationships between BBYO in all areas of the world including partnerships
- GOAL:** Spread the principles of globalization further throughout our movement, while redefining what it means for us to all be international teens

ILTC 2014: "It's time for you to shine brighter than a shooting star."

- Read post-ILTC surveys thoroughly to create stronger curriculum and programming from feedback
- Hold camp-wide bonding programs early on to encourage and foster a sense of community
- Create "networks" of like regions for regional problem-solving, international feedback, and continued communication to strengthen regions once at home
- Reflect Order's priorities into programming, ex: MBA separates, Speak UP night, AZAA/BGG
- Provide opportunities for community service projects during the program to reinforce Stand UP
- Create a monthly email resource to be sent to participants after ILTC's completion
- Offer an increased amount of electives and options to provide for every leader's need
- Incorporate "Beyond BBYO" sessions to ensure that leadership skills transcend graduation from BBYO
- Bring in leaders of Jewish organizations such as Hillel, AEPI/Phi, Birthright, and others to focus on remaining in a Jewish community through life after BBYO

GOAL: Coordinate an incredible LTC that inspires the next generation of Alephs/BBGs to serve our Order while creating lasting memories and friendships

Marketing and PR: "It's time that we began to steer by the starlight."

- Create an official branding guide including proper terminology and usage for all BBYO adverts
- Maintain momentum: work with teen PR team to produce more releases and videos for initiatives
- Begin an online BBYO Photo Bank to pull BBYO photos for flyers, releases, or other content
- Add more teen-created content to all BBYO websites and add more social media content
- Upload flyer and video templates to Dashboard
- Conduct a social media training for teens

GOAL: Build more teen ownership in Marketing and PR efforts while promoting BBYO through social media

Initiatives: "Like every match that can strike a fire, every star can light up the night sky around it."

- Create official cover photos and hashtags to publicize each initiative (ex: Speak UP week)
- Provide greater coverage of each initiative in different regions and chapters
- Create interactive social media sites for BBGs to record their chapter/regional/council experience during programs such as J-Serve or BBG Shabbat
- Create an International Shabbat Prayer book for BBG Shabbat, complete with prayers and customs from all of BBYO's international community
- Make BBG Shabbat a more global experience by connecting communities outside of North America with other chapters or regions
- Dedicate one month of the programming year to each Menorah Pledge Principle, and tie in our globalization efforts with Prayer for World Jewry
- Encourage greater worldwide participation in J-Serve, Stand UP, Speak UP, etc.

GOAL: Utilize my position to further the initiatives and programs of our Movement, while engaging more members in a unifying BBYO experience

Chair Network and Resources: "We are all stars, and we all deserve to shine."

- Use Global Networking Committee (GNC) to create smaller focus groups, each connecting with one specific community to strengthen relationships
- Work with BBYO-JDC fellows to establish stronger and more long-lasting connections
- Utilize GNC to develop and distribute more information about BBYO's partnership with JDC
- Hold training sessions for GNC and other global liaisons to ensure the year runs smoothly
- Create Globalization Chairs (one per hub) to help transition the initiative to home communities
- Make the resources on Dashboard accessible to more BBGs and update more frequently
- Create an online database of resources featuring platforms, speeches, states/mid-states, and more
- Create a resource-creation guide and utilize resources created across the Order as examples

GOAL: Create more leadership opportunities for inspired and passionate girls while producing the resources needed to sustain and enhance their positions

BBG Network: "We are given the stars. To make constellations, we connect."

- Create a interactive BBYO master calendar with dates of all regional/council and international conventions and provide opportunity to add short blog recaps or photos
- Bring back the Shofar online and create a newspaper website where regional/council M'GOSKs can submit stories from their communities
- Make Storytelling and Oratory a larger part of our Order by creating an online database featuring past winners and other creative pieces
- Work with Community Engagement Fellows to strengthen FAN and help transition from BBYO life in high school to college and the future

GOAL: Strive to link the B'nai B'rith Girls of the Order like never before, implementing new methods and creations to keep us connected and unified

Being Mazkirah: "She will bring them order; she will create constellations."

- Always be accessible to my sisters, respond to all emails, texts, and calls within 24 hours
- Work cohesively with the 69th and 89th boards and staff, ensuring that furthering the goals of this Order is my top priority
- Attend all board retreats and meetings
- Take active minutes during all International meetings and events to better inform the Order
- Run a blog during August XXs, board retreats, February XXs, International Convention, and ILTC
- Increase transparency by maintaining active BBG Mazkirah Twitter and Instagram accounts
- Work with the 68th Mazkirah after IC to learn the ropes and better prepare for my term
- Form close relationships with all my counterparts and always be supportive and motivational
- Act as a true resource, inspiration, and a role model for all B'nai B'rith Girls across the Order

GOAL: Serve the position of Mazkirah to my fullest extent and help lead the B'nai B'rith Girls through the 69th year of our Order and into the future.