

**PULL  
HERE**

at the tipping point



# 68TH INTERNATIONAL MAZKIRAH OF THE B'NAI B'RITH GIRLS

is your candidate for the highly esteemed position of the

## Michaela Lang Brown

connexion, verband, חיבור, връзка, savienojums, зв'язку, conexión, врска, nasc, קשר, connection

my sister b'nai b'rith girls.

There comes a time when you can feel a change coming. Any second, the thing you've been waiting for tips into a fantastic, exhilarating movement.

For us, that time is now. If elected, I want to take the strong foundation our Order now has and build the connections and network to make it even stronger. It's time to have our sisters and brothers across the globe have an outlet to communicate and come together, despite the distance. It's time to ensure that the International Order is accessible to teens from Curacao to California, Israel to Indiana. It's time to take our traditions, values, and priorities that we hold so dearly and promote them to the Global Jewish Community.

We've come this far, that I know that with my experience and dedication, your passion and pride, and our momentum as a movement, we can achieve all of this and even more in the upcoming year.

My sister B'nai B'rith Girls, it's time to tip.

Submitted with undying love for crossing the threshold, blazing the trail, setting the trend, and the tipping point, I forever remain,

*Michaela Lang Brown*  
Michaela Lang Brown

Proud Candidate for the 68th International Mazkirah of the B'nai B'rith Girls

"the tipping point is that *magic moment* when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire."

**NOVA Council #503  
Northern Region East**  
Council Gzibort- 2011-2012  
Planned first regional Powderpuff tournament fundraiser-Started  
Council Mazkirah- 2010-2011  
Started weekly council emails-Created council Twitter and  
Formspring-Planned J-Serve Homelessness Advocacy and Service  
Overnight  
Constitution Committee- 2011  
Helped write NOVA's constitution  
Events:  
New Member Weekend 09, 11, 12 (coordinated), 11  
RC 11 ECK 10, 11, 12 (future, coordinating)  
Council Convention 10, 11 (steered) Chapter XX 09, 10, 11, 12  
Sweetheart/Heartthrob 09, 10, 11, 12 NRE Nsior XX 11  
BBG Shabbat 09, 10 NREtreat 10, 11 Council pit Day 09

**The International Order of the  
B'nai B'rith Girls**  
Global Ambassador to France- 2011-2012  
Brought back contact with teens and BBYO France  
Silver Star of Deborah-Gold Star of Deborah (pending)  
Eternal Light Award (pending)  
CLTC 6 2010-Learned about grassroots networking-helped  
fundraising and stand UP efforts of chapter  
ILTC 2011- Participated in fundraising breakout session led by  
66th International Mazkirah-Learned community engagement  
techniques-Participated in globalization strategy program  
International Kallah 2011- Attended sessions on World  
Jewry-Culminating project on informing Jewish community online  
Impact Boston 2012 (future)  
February XX 11, 12 & IC 11, 12- Met teens from across  
globe-Received International business and leadership experience  
AIPAC HS Summit 2010- Lobbied and witnessed Speak  
UP launch  
AIPAC Policy Conference 11, 12

**Hagamech BBG #5064**  
Nisach- Fall 2011 (6 mo. term)  
Established Hagamech Goes Healthy and One for One  
campaigns-Parent Summer Brunch-Brought back monthly  
chapter meetings  
Shlichat- Fall 2010 (6 mo. term)  
Started Annual Chapter Kallah-Hagamech Gives Back Stand UP  
MIT Mom- Spring 2010 (6 mo. term)  
Event-planned Sisterhood/Spirit Sleepover  
Planned MIT Night and Inductions-Sent parent communications  
Letter-Conducted State of the Chapter  
Mazkirah- Fall 2009 (6 mo. term)  
Started weekly chapter emails-Created chapter website  
Chair to the Nisach- Spring 2011 (6 mo. term)  
Helped board with problem solving  
Communications Chair- Spring 2009 (6 mo. term)  
Helped Mazkirah with calls, emails, and Facebook promo  
Proud B'nai B'rith Girl since January 2001

### THRESHOLDS, CONNECTIONS, AND OTHER QUALIFICATIONS

# We have the world in our hands

*It's up to us to use it.*

## Marketing

- ★ Implement the new BBYO brand universally
- ★ Serve as a resource for all R/C and international convention publicists and devise marketing strategies that center around the four "R's" of event promotion: Register, Remind, Reinforce, and Report.
- ★ Create a general event promotional video template that incorporates the new BBYO logo for Regions/Councils to use
- ★ Encourage moving outward into the community in order to build relationships with JCCs, Federations, Jewish Student Unions, etc.
- ★ Centralize all social media usage such as Face Book groups, Regional/city pages, twitter accounts etc. to redirect users back to the updated B-linked as the ultimate info source
- ★ Expand the responsibilities of Mazkirim, Katvaniot, Safranot etc. to include social networking
- ★ Highlight the difference between marketing to parents, prospects, and members, and train my counterparts on when and how to use the new BBYO brand to effectively engage their audience

## Counterpart Communication

- ★ Respond to all emails/texts etc. within 24 hours in order to lead by example for my R/C co's
- ★ Feature a counterpart of the week to encourage them keep me in the loop so I can recognize them for their hard work
- ★ Continue the M/GOSK FaceBook Group with weekly position-specific tips
- ★ Organize on Dashboard by utility: the resources my Regional/Council Counterparts create and make them available to the entire M/GOSK counterpart network on a Region, Council, and Chapter level to ensure no one does the same thing twice
- ★ Have bi-monthly issue-specific conference calls and decide the call focus based on counterpart feedback
- ★ Create a monthly online counterpart survey that asks them to identify areas of strength and those in need of improvement in order to develop a region/council-specific strategic plan, help guide me in what resources would be most beneficial for the majority of my counterparts, and determine the agenda of the next open R/C co call
- ★ Encourage cross-position collaboration by organizing counterparts by hub in order to make R/C counterparts more accessible as an additional resource

## ILTC

- ★ Make ILTC serve as an expansion of a R/C LIT by including programming that shows by example how to bring Stand Up, Speak Up etc. home to one's chapter/region/council
- ★ Equip BBYO leadership with a year-long network and resources
- ★ Providing more opportunities within ILTC for attendees to learn for themselves their own leadership strengths/weaknesses by testing them with various leadership challenges: planning a LIT, leading a services etc.
- ★ Incorporate "Beyond BBYO" lessons in the separates a plan to help give the set curriculum a more personal
- ★ Bring in representatives from different Jewish organizations with a similar mission to BBYO so that attendees gain exposure to other Jewish organizations available to them after high school and have new ideas as to how BBYO can mimic and adapt the strategies for success that similar organizations employ. For example: Moishe House, Hillel, Birthright etc. Not only will it widen their Jewish leadership perspective but it can help BBYO build partnerships when they return to their home communities
- ★ Organize participants into "Networks" (building off the new international chair network concept) in place of "blue print groups" and create a follow-up plan between the designated staff leader and their group members
- ★ Develop a 10-month strategic plan to market the program including promotional videos, testimonial, and open call to the order to answer questions about the program and a call for the previous summer's alum for feedback and ways to improve the curriculum and programming
- ★ Include programming that addresses the needs of different regions of different sizes
- ★ Have participants fill out Leadership Style Diagnostic Tests before attending the program in order to ensure groups incorporate different leadership styles and allow participants to broaden their leadership perspective

## Fundraising

- ★ Work with International Shlichim to reinforce the "philanthropic" pillar of Stand Up
- ★ Aid Regions/Councils with domestic fundraising: sending their own teens to international conventions and summer programs by providing resources and ideas for self-fundraising
- ★ Clarify the scholarship request process with an international calendar of scholarship deadlines for R/C and/or international financial aid
- ★ Increase transparency by creating an allocation committee and publish a public report explaining how the money fundraised for ISF will be spent that programming year. The committee will be chaired by international BBYO Staff, the Godol & N'siah, global ambassador network and international Mazkirim
- ★ Fundraise \$50,000 for ISF in order to transition from our current fundraising maximum of \$34,000 back to what we use to raise: \$60,000
- ★ Create a personal component to fundraising (philanthropy) by coupling all fundraising initiatives with service and advocacy

## ISF

- ★ Give meaning to the Menorah Pledge Principle: Global Jewry, through our fundraising efforts
- ★ Work with the International Fundraising Chairs to set regional fundraising goals
- ★ Create an allocations committee with Hub representatives and Global Ambassadors in order to transparently show where funds are spent how they are used

## Globalization

- ★ Adapt BBYO's mission to include: "furthering BBYO's commitment to to Jewish peoplehood"
- ★ Engage the Jewish Service Corps fellows, strategically located globally with a promise of supporting BBYO, in the global ambassadors program
- ★ Work with Moishe House, Hillel, ROI Communities etc. (all funded like BBYO by the Shusterman foundation) to appeal to major donors and the same younger Jewish demographic in order to create a mutually inclusive goal of engaged young adults in Jewish life
- ★ Implement the same BBYO database internationally, so international versus domestic programming & membership are one in the same, in order to foster a sense of global unity
- ★ Tactic: build partnerships around key program areas, service, Israel, and encourage global travel opportunities (Passport to the World, MOTL etc), and implementing the new brand universally
- ★ Oversee the Global Ambassador Network (GAN) as Head Global Ambassador with monthly conference calls and a monthly "Globalization KIT" (Keeping-in-touch communication survey)
- ★ Help globalization become a visible presence on a chapter level
- ★ Create "Country Profiles" for each international delegation as fodder for globalization programming
- ★ Institute the first ambassador training outline to ensure they are equipped with the facts and skill set to be effective ambassadors. In turn, the ambassadors will be asked to ensure these skills trickle down to the chapter/council/regional level through programming and guide preparation efforts for attendees for BBYO Ambassador Summer Experiences
  - ★ Lessons include: professional writing, phone/Skype conduct, "culture coaching" etc.
  - ★ Invite professionals internationally (within and beyond the BBYO community) to lead culture coaching - for example: bring in representatives from the JDC (American Jewish Joint Distribution Committee)
- ★ Ensure every ambassador has a sense of ownership in BBYO's globalization efforts by including those who experience difficulty communicating with their delegation in the success of other delegations by having "sample calls" with foreign delegations and allowing all ambassadors to listen in
- ★ Capitalize on our universal connection to Israel by engaging more North American teens in AJPAC summits and globalizing our Speak Up efforts through programming
- ★ Encourage regions/councils with a specific partner delegation to use that country's ambassador as their liaison
- ★ Send at least one teen from every delegation to attend a BBYO summer program and/or IC
- ★ Implement the International Exchange Program with an emphasis on Jewish community development
  - ★ Two-folded: serve as the country's liaison and help bring their culture to foster a sense of global Jewry in their home community

One world.

One hope...

One people...