

# My Main Goals and Objectives

- Buildi up recruitment by creating more personalized relationships with prospective members and new members.
- Bring up retention rates so that more alephs keep coming to events and remain acitve .
- Incorporate more reeducation programming into our chapter and council.
- Teach entire chapter board about recruitment and membership, not just Moreh.
- Select a small committee of people to help improve MIT, as well as lead programs etc.

## Recruitment

I plan to increase recruitment rates by working with each Moreh to create a Spreadsheet or document for each chapter in which to outline the chapter's strengths and weaknesses in things like eighth grade membership, having engaged prospects pay for membership, chapter attendance, regional attendance, etc. and use it to base off what the Moreh should be focusing on and what types of events they should be planning as well as using our recruitment model, MRIHA, to build personal relationships to make each prospect feel at home at BBYO.



## Retention

I will increase retention rates next year by setting up a system in each chapter in which Alephs are assigned to a specific board member. It will be like a more personalized call list, where the board member keeps in touch with the Alephs that have been assigned to him, and has on record what his last chapter event was, his last regional event, etc. to ensure that no member will be forgotten when they sign up for membership, and that they remain active on a chapter and regional level.



## Reeducation

Next year, I plan to make reeducation programming more of a typical thing. Each chapter will be required to have at least 2 programs a year with reeducation in it. I also plan to have reeducation programming at conventions like RLTI, and RJI. (**CHECK TO MAKE SURE**). Antother thing I will plan next year is a reeducation night, where we all have a brotherhood-type event and learn about AZA traditions and the past of our order.



"Coming together is a beginning; keeping together is progress; working together is success. "

-Henry Ford



When I first entered BBYO, I was amazed by the fact that all of us, completely different people who would never have even met, are so united just by the fact that we are all Jewish. Because of this wonderful organization, we learn about our Jewish roots, bond with our brother Alephs and sister BBGs, sing together, and have a whole other group of friends to be with. When you think of BBYO, you think of a place where you can have fun, be yourself, learn about important social issues, meet new people and do about a million other things. Many of us have had that 'wow' moment where we realize how awesome BBYO is, and I want to give every potential Aleph the opportunity to have that experience.

Fraternal submitted with undying love for the Greater Jersey Hudson River Region, LIFE, elections, my chapter R'ut BBYO #5223, and the International Order of BBYO, I forever remain Aleph Louis Marlowe Cahn, proud candidate for your 20th Northern Council Aleph Moreh.

## Qualifications

### Events Attended

\*denotes delegate

- RJI (2014, 2015, 2015)
- LIFE (2014\*, 2015\*, 2016\*)
- RLTI (2014, 2015)
- MIT (2014)
- SPIRIT (2014, 2015)
- CLTC 4 (2015)
- IC (2016\*)
- Membership Growth Pre-summit (2016)
- 8th Grade Overnight (2014)
- J-Serve (2012, 2013, 2014, 2015, 2016)
- AZA Shabbat (2014, 2014, 2015)

### Events Coordinated

- Spirit 2014 (Steered)
- RJI 2015 (Chaired)
- R'ut Movie Night 2014 (Planned)
- Organized multiple chapter fundraisers (BBYO blankets, Spooey, lox boxes)
- Helped run multiple BBYO Connect events

### Positions Held

- Chapter Mekasher (2014)
- Chapter Moreh (2014-2015)
- Chapter Godol (2015-2016)

### Awards and Accomplishments

- Bronze Shield of David
- Personally recruited over 1/3rd of current members

### Beyond BBYO

- Attended multiple StandWithUs Seminars
- Active member of GSA (gay-straight alliance)
- On school's bowling and track teams



**Aleph Louis Marlowe Cahn**  
**R'ut BBYO #5223**

Aspiring to be your  
2016-2017 Northern  
Council Moreh