

## Recruitment Program Plan

1. Throw a fun program at Zap Zone, Joe Dumars Field House or CJ Barrymore's where people can socialize and get to know each other.
2. Advertise the program thoroughly through the chapter's E-mail, Facebook, Twitter and individual E-mails.
3. Divide a few active chapter members into four groups (Greeters, Recruiters, Closers and, Long Term Friends).
4. Invite the prospective back to events by sending e-mails, making phone calls and, sending letters

**Greeters**- These people will be the first chapter members to meet the prospective. They will get to know the prospective without over whelming them with BBYO information.

**Recruiters**- This group of people will be starting a friendship and really introducing them to BBYO.

**Closers**- This group is one of the more important groups. They will convince a prospective to join the chapter, telling them about how to sign up and what the cost is.

**Long Term Friend**- This group is important as well because they will hopefully form a bond with the prospective to enhance his enjoyment and get him to come back to functions.

My Brother Alephs,

As we enter this new programming year we will encounter many new obstacles and many great opportunities. We have to keep in mind that our seniors, our founding fathers are leaving. They are passing the torch to us; we have an amazing opportunity to continue to drive this chapter down the right road.

Four years ago having members in this chapter was just a dream and now my brothers it is a reality. Today we stand 54 strong. 54 members who are actively engaged. 54 members who are educated. 54 members who are respected throughout the community, the region and, the International Order. Nowadays we find ourselves in a great position we as a whole are very aware of our surroundings and what needs to happen in order for an even better tomorrow.

So let's continue down this road and steer around the obstacles. We cannot let our accomplishments get ahead of us we need to strive for the greatest in everything we do. We cannot let the changes in time get the best of us we need to take life as it comes and put thought behind every decision we make.

For our chapters continued growth we need to make everything we do bigger and better, We need to have more education programs with more chapters and more members. We need to come up with more efficient ways to do the great things that we already do. We cannot let the seniors leaving get us down or stop our drive. We have come so far and we have done so much we cannot stop now.

### **WE ARE MAX FISHER AZA**

Fraternally submitted with undying love for Max Fisher AZA # 337,  
I remain,

Aleph Jason Bradly Markowitz

*Aleph Jason Bradly Markowitz*

*Candidate for  
The high and honorable position of*

***Aleph Moreh***

*For the 2010-2011 Programming Year*

## Positions Held

Dedicated Aleph	International Order of the Aleph Zadik Aleph	2009-Life
Dedicated Fisherman	Max Fisher AZA #337	2009-Life
AIT Moreh	Max Fisher AZA #337	2009-2010
Katvan	Max Fisher AZA #337	2009-2010
Bittker Coord.	Max Fisher AZA #337	2009-2010
5-Fold program committee	Max Fisher AZA #337	2009-2010
Aleph Godol	Chai AZA #210 (YLC)	2010
ETC Judaic Programming Committee Head	Michigan Region GLC	2010

*"Do not follow where the path may lead. Go instead where there is no path and leave a trail."*  
Harold R. McAlindon



## Events Attended

Chapter Meetings	Max Fisher AZA #337	2009-Present
Chapter Exec. Board meetings	Max Fisher AZA #337	2009-Present
Chapter Functions	Max Fisher AZA #337	2009-Present
Chapter Bittker Weekends	Max Fisher AZA #337	2009-Present
Regional Convention	Michigan Region GLC	2009
YLC 2	Michigan Region GLC	2010
ETC	Michigan Region GLC	2010*
CLTCG	International Order	2010*

(\* - Plans to attend)

## AIT'S

- Elect the AIT board before October by promoting it to our first year members in the chapter.
- Have meetings with the AIT'S every three months these meetings will be informative, educational and run in a structure similar to our meetings so AIT'S can learn how a meeting is led.
- Encourage high attendance at meetings and functions by sending out e-mails and personal phone calls to AIT'S.
- Keep a very organized platform binder to show AIT'S good examples of a platform.
- Be easy to talk to and have a strong brotherly bond with the AIT'S.
- Have AIT/Exec meeting to ensure that they can work well together.
- Have an AIT/RC Coord. mini meeting so the AIT'S can learn what RC is and what needs to happen to make things run as smooth as possible.

"Teachers teach more by what they are than by what they say." ~Anonymous

## Membership Goals

- Have a full chapter of 46 members before Regional Convention by keeping in touch with people that want to join and encourage people to get involved with the chapter.
- Create a thorough recruitment plan that is capable of filling the spots of leaving seniors and bringing 8<sup>th</sup> graders into the chapter as well.
- Check in with members to make sure they feel accepted and are comfortable in the chapter to keep membership numbers high.
- Recruit evenly throughout the different grade levels.
- Plan two recruitment programs, one in the fall and one in the spring and make them intriguing to new members and make them really truly want to join.
- Talk to members that are on the verge of leaving and attempt to get them to stay.
- Help make re-registration a breeze by mastering B-linked and posting the steps on how to re-register on my facebook and send out a mass E-mail to the chapter.

"Action is the foundational key to all success."

~Pablo Picasso

## Education Goals

- Make education programs fun and challenging by introducing new techniques.
- Have education programs with many different AZA and BBG Chapters.
- Keep education programs diverse by programming with many chapters and using unique ideas.
- Have a multi-fold education program once every three months.
- Plan an education program during national education month.
- Make a Fisher AZA handbook consisting of traditions and rituals to be distributed to all chapter members so that legacies are not forgotten!

## Ideas

- **Summer Programs Night-** In this program we will divide into groups that will represent a summer program, in groups we will make a business ad on a poster board and perform a skit along with it to compete for the best ad and poster.
- **Game Night-** This program will be all about having fun as a group. There will be many educational games to play such as "Jeopardy," "Double Dare" and "Who Wants to Be a Millionaire?"
- **AZA Heritage Night-** Have a night where the AIT'S get together to hang out and learn songs and cheers.
- **AIT Bonding Night-** AIT'S will get together and just chill!
- **Movie Night-** Have a night where the whole chapter or even just the AIT'S can watch a movie and talk about it.
- **ALL NIGHTER! -** We can have an all night function that will have various education and fun programs.
- **Rec<sup>2</sup> Program-** An outdoor **recreation** program based on **recruitment**. The recruitment plan will be adjusted for this program.
- **Mega Program-** A fun social and/or athletic program with 4-6 other chapters from the region. These chapters will bring their own perspectives that way the perspectives have the choice to join our chapter and the perspectives can see the variety in the region.

"Knowing is not enough; we must apply.  
Willing is not enough; we must do."  
~Johann Wolfgang von Goethe

WE ARE ONE! WE ARE PROUD!

WE ARE MAX FISHER AZA # 337