

# MAX LEITER

**Aspiring for the high and honorable position of Regional Aleph Moreh**

“Living life is a choice. Making a difference in someone else’s isn’t.” – Kid Cudi

## MY BROTHER ALEPHS,

AZA, without a doubt, has changed my life. I’m more confident, self-assured, and proud of myself then I thought possible. I push myself, take risks, and have a family I didn’t know one could have. I can’t imagine my life without AZA.

AZA is special, and I want every Jewish teen to experience the magic that I have these past four years. **The sense of fraternity and belonging that only an Aleph understands is the reason I’m running for Regional Aleph Moreh.**

Fraternally Submitted with undying love for MoAd AZA #1855, CRW AZA #45, and the Grand Order of the Aleph Zadik Aleph, I forever remain Aleph Max Leiter.

## MORRIS ADLER AZA #1855

*75th Aleph Recording Mazkir - Winter 2014/2015*

*76th Aleph Historian Shotare - Summer 2015*

*77th Aleph Corresponding Mazkir - Winter 2015/2016*

*78th Aleph S’gan - Summer 2016*

*79th Aleph Godol - Winter 2016/2017*

## SUCSESSES

- Improved community relations by initiating and planning a South-Bay Shabbat with Congregation Beth David to engage more Jewish teens
  - Brought at least four new members to CRW and increased community outreach
- Increased chapter business meeting attendance by over 50%
- Planned three successful chapter Aleph-in-Training overnights
- Led two community service efforts and opportunities with Congregation Beth David
- Transformed MoAd’s event planning process to increase focus on member interaction and attentiveness by introducing a step-by-step plan for creating meaningful programs
- Worked with the Aleph Moreh to create a Traditions Packet to increase chapter education and retainment of culture for first time in 5+ years
- Led chapter in modifying and updating our Chapter constitution for the first time 4 years
- Planned and executed two Board overnights

## Recruitment

- Hold a counterpart overnight to **teach strategy and methodology about chapter recruitment**
- Hold a **case-study** with each AZA chapter to see what's successful for that chapter, **because no two chapters are the same**
- Push my counterparts to try **new and creative avenues of recruitment**
- Work with the Regional Aleph Shaliach to increase our outreach and work with local Synagogues
- Help my counterparts **form connections with local schools** with little or no BBYO presence
- Help CRW reach 1000 members
- Work with counterparts to plan a “**rush month**” of events geared towards recruiting
- Provide **regional incentives for recruitment**, such as free apparel for members recruited during rush month

## Retention

- Our 1000 members shouldn't just be names on B-Linked; they need to be **active, engaged teens**
- Collaborate with counterparts to **increase fraternity** in their chapters
- Be in constant communication with the Regional S'gan to **ensure regional events are attractive to all members**, both old and new
- Encourage chapter counterparts to work with their chapter boards to **engage seniors** and other inactive members
- Devise a flexible big-small brother system for exiting seniors to be paired with a younger member to increase both members' activity and friendship.

## Re-education

- Encourage counterparts to work on projects to **increase knowledge on chapter history**, such as the creation of Traditions packets
- Create a regional Traditions packet to accomplish two goals: raise knowledge of CRW traditions among Alephs and provide a strong example for Morim to create their own for their chapter
- Ensure the CRW AZA Constitution and other regional information is widely accessible to all Alephs
- Work with the CRW AZA Constitution Committee to continue **improving and updating the Constitution**
- Push and work with counterparts to have at least one AIT each term with sound programming to **build knowledge and passion**

“Think little goals and expect little achievements. **Think big goals and win big success.**”

- David Joseph Schwartz