

Sammi Paige Schmuer

proud candidate for your

~Qualifications~

Aviva BBG #2509

- ❖ Inducted to Aviva spring '15
- ❖ Fall term Mazkirah '16
- ❖ Fully redesigned email system (Utilized Mailchimp)
- ❖ Over 50% growth in engagement
- ❖ Created a communication schedule for each event to make all members informed through various social media
- ❖ Implemented globalization to chapter through educational and original programming
- ❖ Sunshine Girl-Spring '16
- ❖ Programming Committee-Spring '16
- ❖ Chapter Convention '15, '16***
- ❖ Attended all sisterhood sleepovers
- ❖ Spring Term N'siah '17
- ❖ Ensured consistent and quality programming
- ❖ Constant communication with counterparts and advisors
- ❖ Listened to the desires of general members (feedback)
- ❖ Engaged general members with leadership opportunities
- ❖ Worked together for effective program planning

16TH REGIONAL

Great Midwest Region #61

- | | |
|------------------------------|--------------------------------------|
| ❖ Bro/Sis '15 | ❖ AIT/MIT Shabbaton '17 |
| ❖ Invite '16 | ❖ Summer Experience Committee '16 |
| ❖ Spring Convention '16, '17 | ❖ Globalization Committee '16 |
| ❖ Shabbat Service Leader | ❖ Glow Run '16 |
| ❖ Fall Kickoff '16 | ❖ Girls Engagement Pool Party '17 |
| ❖ Fall convention '16*** | ❖ Seder to Remember '17** |
| ❖ Global Shabbat '16 | ❖ Good Deeds Day Buffalo Grove '17** |

International Order

- | | |
|--|---------------------------------------|
| ❖ CLTC 1 2016 | ❖ Free the Children Exec Board |
| ❖ Mock Chapter Mazkirah | ❖ Secretary & Communications Director |
| ❖ Internationally Inducted | ❖ National Honors Society |
| ❖ International Convention '17 | ❖ Give-a-thon Classroom Leader |
| ***Denotes Lead | ❖ Spirit Rev '14-'16 |
| ***Denotes Coordinated | ❖ Captain '14 |
| ❖ Student Council Executive Board | |
| ❖ Expert Froyo server @ Yogen Früz | |
| ❖ FMP (Freshman Mentor Program) | |
| ❖ Dedicated, organized, outgoing & energetic | |

Outside of BBYO

- ❖ Gold Honor Roll
- ❖ Hebrew School '08-'13

mazkirah

My Sister B'nai B'rith Girls,

THINK ABOUT IT...

What is your passion? **WHAT IS HOLDING YOU BACK?** How will YOU make a change?

What is ONE thing you will commit to do? **What steps will you take?** When will you step out of your comfort zone?

Are you stuck in a routine? **What do you do everyday?** Are your passions embedded in your routine? What are your routines?

Does your routine allow for growth or solely repetition? **WHAT NEW THINGS CAN YOU TRY?**

IT IS TIME TO RECREATE

Look around you. Look at how many unique girls there are in this very room. Each girl has their own individual routines consisting of elements that you may share or are unfamiliar with. The routines that we follow daily hold our passions, our motivations, and our morals. But, what happens when our routines are stagnant day to day? Will we continually progress? What happens to our passion?

I am aspiring to be your 16th regional Mazkirah in order to push you to discover new routines in order to help shape your own. GMR has reached unimaginable heights in the past year, but further growth cannot occur unless we alter our normalities. Communication is never terminating and our global connections are always strengthening. We cannot hold back and we cannot get comfortable. It is time to recreate and we can do it together.

With undying love for GMR #61, penguins, Mott's fruit snacks, ending junior year, CLTC 1 '16, Birks, social media, AMS♥, my sister joining BBYO, Decatur, Aviva BBG #250000h9, and each and every one of you,
I remain,

Sammi Paige Schmuer

~Damn proud candidate for your 16th Regional Mazkirah~

"Put passion in your routines, and your routines will become passions."

-Unknown

GOALS AND IDEAS

Globalization

UKRAINE

- Begin the campaign to send Chicago teens to Ukraine
- Continue bringing Ukrainians to convention (Back to Spring, focus the convention on them more)
- Introduce teens prior to bringing to convention
- Create a "Cousin" region to create bonds with and bounce ideas from

PROGRAMMING

- Work with S'ganim to make "fun to learn" programs at conventions
- Work with Gizborit to have chapter IsF fundraising competitions
- Further develop Taste of BBYO cookbook with a Taste of BBYO region-wide event

GLOBALIZATION COMMITTEE

- Create globalization programs for chapters to utilize
- Bring food from the cookbook to convention to sell
- Help plan itineraries for the Ukrainians
- Make connections with Ukrainians before convention

EDUCATION

- Educate region on what Jewish life is like outside of the United States
 - Utilize globalization committee to do so
- Make IsF education a priority in the chapters
- Spread Israel Awareness and update region on current events through emails, newsletters, and social media

Counterparts

CHAPTER COUNTERPARTS

- Training sessions and bondings for all counterparts
- Educate board members on what is effective and what is not
- Create personalized plans for counterparts at the beginning of each term
- Google folders to organize between regional board and chapter
- Continually inform counterparts on regional updates
- Effectively integrate new members and prospects into contact lists
- Create "BBG Tradition Books" for each chapter to pass on and share region-wide
- Bi-monthly counterpart emails and updates
 - Jokes, pictures, Buzzfeeds
 - Colorful and entertaining
 - Social media of the week section
- Monthly individual calls to set and check up on goals

MAZKIRIM TEAM

- Ensure phone tree system in every chapter
 - Make a replica with the Mazkirim of what a calling tree would look like in a chapter and utilize it to share information
- Make sure each chapter has an organized roster (spreadsheet) with preferred contact info
- Help create a communication schedule based on events
- Make a handout for which form of communication to use for different events/situations
- Put a focus on communication about what ISF is/does for the order
- How to "Canva" (digital posters)
- How to "Mailchimp" (engaging emails)

KATVANIOT

- Revamp Katvaniot position specialized to each chapter
 - Ensure Katvaniot promote BBYO Summer Experiences
- Ensure Katvaniot emphasize the availability of scholarships
- Videos, creative presentation of minutes, etc.
- Give iMovie tutorials for weekly video updates
- Create a guide and reference packet for writing minutes (creative/effective)
- Ensure minutes are emailed to the chapter N'siah within 24 hours following a meeting
- Creation of chapter scrapbooks with accomplishments from each term and pictures

Communication

INFORMATION

- Public calendar for general members to view at beginning of the year
- Pre-convention calls, similar to IC information call (targeted to new members)
- More informative packing lists for all conventions
- Parent call conferences and Q&A sessions
- BBYO parents Facebook group to keep them in the loop
- Work with the BBYO app to create region wide notifications for events
- Printed flyers for parents with upcoming events
- Monthly emails from counterpart and I
 - Share all region wide information
 - Highlight major chapter accomplishments
 - Shout outs
 - Ukraine updates
 - Glossary section to define "BBYO terms" for new members
 - Work with Sh'lichah to implement weekly Torah portion
 - Advice/where are they now column written by alumni
 - Must target teens and their parents

SOCIAL MEDIA

- Templates for emails and effective social media posts
- Develop a GMR app
- Utilize Remind101 region wide
- Shout out chapter and regional accomplishments via social media
- Tweet from @GMRBBYO before, during, and after all events
- Continue the GMR Snapchat and Instagram
- Social media committee for conventions
 - Live stream to GMR facebook
 - Parent remind101 during convention

PROMOTION

- Promotional video for all conventions
 - Make time to work with all coordinators
- Update the GMR youtube with all Invite videos and promotional advertisements
- More "hashtags" and "tag your friend" chain posts for promotion
 - Prizes for most creative/incentives for posting
- Create promotion schedules for all region-wide events (not only convention)

Other Ideas

SUMMER PROGRAM PROMOTION

- Promote Passport trips as much as other summer programs
- GMR summer program apparel trade day
- Q&A night for parents and teens with summer program alumni and staff
- Promotional videos ft. summer program alumni
- Buzzfeed Survey for "What summer experience should you go on?"

AND MORE

- GMR time capsule
- Focus on "Thank you's" after events
 - Thank you cards/emails to hotels, guests, etc.
- Database for with resources from all positions for the region to access
- Make GREAT(mr) regional end of the year book
 - Yearbook Committee
 - Work with Gizborit and sell to region for IsF
- Write an article to go in a local Jewish newspaper about what GMR has accomplished/working towards
- Emphasis on reflective and constructive feedback from coordinators, r-board, staff, etc.
 - Personal reflections after convention for leadership positions

PERSONAL

- Stay organized and up to date
- Attend chapter programs led by my counterparts
- Be accessible to ALL BBGs
- Respond within 24 hours to keep our the region moving
- Put EVERYTHING into this position