

"Gam zu l'tova. This too is for the good." -Nachum Ish Gamzu, Talmud, Taanit, 21a

BBYO is for the good of the Jewish people. We are here to learn to be Jewish leaders & to shape our Jewish identities. We have to start recognizing this in our region.

*Denotes committee

South Jersey Region #35

- '12-'13 YLTI Grad
- '14 Regional IC Spirit Chair
- '14-'15 Regional PR Chair
- Spring Thing '13 '14 '15
- Sisterhood '13 '14*
- RLTI '14*
- Winter Retreat '14
- MIT/AIT '13
- Tournies '12 '13 '14 '15
- Spring Kickoff '14 '15
- SJR BBG XX '12 '13
- Regional States '14
- Regional Shabbat '13
- Beau/Sweetheart

And many more!

Proud Candidate for South Jersey's 55th Region's

"THE ONLY THING THAT IS GOING

SOMEONE OTHER THAN THEMSELVES." - LIONEL LINCOLN

My dearest sister B'nai B'rith Girls,

SJR is 54 years strong, we have the members, spirit, and programs, but we need more. In our 55th year, we need to be powerful.

We have to start caring for more than our own experience and refocus on empowering our members to discover what Judaism means to them and to be strong Jewish leaders. BBYO is about so much more than the 43,000 members, it's about the Jewish people as a whole and ensuring we will be a unified and strong people in the years to come.

I have shaped my Jewish identity through BBYO, I have seen the impact of our order and I want every BBG in this region to experience those things too. I want all of you to feel the power that BBYO has to change our lives and the Jewish people.

I ask all of you to live in our 55th year for the future MITs, the seniors who will give life after we have, the future of our Order and for the future of the Jewish people.

With love and dedication for South Jersey Region BBG I remain,

Damn proud candidate for your 55th Regional N'siah

Marlena Roth Penn
Regional N'siah

programming showcase & worked with Steering Board & Staff

TO SAVE MANKIND IS IF ENOUGH PEOPLE LIVE

Tovah

BBG #2406
Fall '12 Orechet

Started chapter website and scrapbook

Spring '13 & '14 Mit-Mom

Helped double membership, won 'Most Improved Chapter of the Year', made a MIT guide book, held meaningful/productive MIT classes

Fall '14 S'ganit

Steered all committees, effectively communicated with committees and made deadlines, brought a balance of programming to Tovah

Fall '13 N'siah

Planned our first rush event, held a successful fundraiser, had inter chapter programming with Ohev BBG, communicated and oversaw my board

-Ex officio member on all committees in fall '13 & '14 terms

Attended 98% of events, meetings, & hangouts since 2012

-Feb Excess '15
-CLTC 2 2013
-ILTC 2014

-Feb Excess '15
-ILTC 2014

Lead Day track, worked on the opening ceremonies team, worked with a CCR chapter for

International Order of the B'nai B'rith Girls
-Damn proud B'nai B'rith Girl 2012 - Forever
-eternal light of Recruitment Award
-silver and gold star of Deborah
-International Convention '13 '14 '15*

SJR BBG we need to prepare to be the next generation of Jewish leaders. If we want the Jewish people to be strong then we must care not only for achieving goals, but also for the purpose and why behind that goal.

GOALS, IDEAS, & VISIONS

Programming: Have engaging programs that will enrich each BBG's life and our Jewish community

- Utilize Intl staff and bring in song leaders, Jewish educators, and community leaders
- Kickstart BBGG early so we can have consistent events
- Create a regional program bank
- Understand the programming needs of each individual chapter
- Organize a chapter programming showcase
- Work with other local Jewish youth organizations (NFTY and USY)
- Have a regional MBA workshop
- Encourage chapters to plan BBYO night programs
- Have programs that will empower/cater to the general member and not just board members
- Ensure that every convention is the best it can be
- Explore new ideas for conventions while upholding the traditions we have
- Establish a fold of the month initiative and help chapters create strong and meaningful programs around them

Membership: Grow our numbers but still focus on having dedicated members that WANT to be in BBYO

- Work closely with Princeton/Reut to ensure steady growth
- Look for opportunities to expand: Jersey Shore/Egg Harbor
- Work with each chapter to...
 - Create a year long growth plan
 - Eliminate paper members
 - Hold a rush event
 - Find a balance of retention/recruitment in their chapters
 - Teach the 'Membership Mile' Formula and Set, Reach & Re-Set Chapter Benchmarks
- Revamp BBYO connect
 - Use chapter boards/regional chairs to plan, promote, and run events
 - Have transition days in the winter months
- Start a grade appreciation initiative
- Hold regional MIT classes and senior run programs
- Stress quality over quantity and the fact that recruitment is not just the Mit-Mom's job
- Start a NMW (New member weekend) that differs from the focuses of IT
- Have Engagement, Chapter and Member events throughout the year
- Develop a culture of chapter membership that goes beyond holding positions

Fundraising: Think outside of the box to bring in more money

- International apparel sale online and at IC
- Hold 2-3 large/small scale fundraisers
 - Dance, Dodgeball Tournament, Regional field day, restaurant nights, bake sales etc.
- Create a regional Tzedakah box
 - Use at BBYO nights and all proceeds go to StandUp! and I&F
- Have a month of money Madness
 - Competition between our chapters or another region
- Maintain a strong scholarship fund for conventions and summer programs

Counterparts: establish a strong and close network of counterparts to ensure that every chapter is getting the attention they need in order to thrive

- Have regular communication: e-mails, calls, meetings, and GroupMe/Remind01
- Create bi-monthly releases based on chapter's weaknesses
- Meet with past and present N'siot to...
 - Create short term and long term goals based on strengths/weaknesses
 - Update their constitutions
- Have evaluations of each chapter N'siot and myself
 - Visit each chapter to understand their needs and establish close relationships
- Help create a 3 year plan for each chapter
- Have a close N'siah network through bonding, resource sharing, and friendships not just work relationships

Personal Promises: I promise that SJR #35 will thrive in its 55th year and that every single B'nai Brith Girl and Aleph will feel that they are a part of this movement

- Be a positive role model at all times: Good language, attitude, & respectful of peers
- Have personal relationships with every BBG in SJR
- Work closely with all BBYO staff
- Positively represent SJR to the international order
 - Attend Aug/Feb execs & participate in N'siah network calls
- Always remain dedicated and passionate to my work as N'siah
- Maintain a close relationship with the RAG and set goals to move SJR BBYO forward
- Be accessible 24/7 and available for members to come to

FAN/Community: strengthen our ties with our supporters and community

- Have chapters hold parent/member events and show appreciation for parents
- Strengthen our alumni network by having events and connecting them to chapters
- Find old traditions and history to create SJR Files that will get passed down
- Build partnerships with businesses, organizations and parents

Judaism: Celebrate and reignite our pride in being a part of the Jewish people

- Have a regional Shabbat AND Havdallah service
- Have more service options at conventions so members can choose one that best relates to their beliefs/interests
- Have programming to build our Jewish identities
 - Bring in to question traditions so members can create their own opinions
 - Incorporate Jewish morals
 - Have a holiday event: Hannukah party or Seder
- Continue to have Kallah and expand it to be its own weekend
 - Explore all aspects of Judaism
 - Bring the Intl Kallah tradition of allowing members to have a Bar/Bat Mitzvah to Regional Kallah
 - Incorporate a day of Impact: Community service and philanthropy
- Revamp ULTI curriculum and promotion so it focuses on our weaknesses in Judaism
- Increase our delegation to AIPAC

Communication: Use it to unite our region and chapters

- Make the SJR app more accessible and user friendly
- Effectively use all forms of social media
- Find promotion methods that are more intimate and less repetitive
- Find other ways to promote SJR BBYO to the community in addition to the Voice
 - SJMagazine and Synagogue newsletters
 - Ads/Flyers in community buildings
- Create a parent website
- Get chapters involved in promotion
- Send out consistent/effective regional cybersquads and phonesquads (when necessary)
 - Allow chapters to put in announcements

Initiatives: Encourage chapters to work with all initiatives and understand their purpose

- Chapter Challenges: Use to implement goals outside of recruitment and make it known to the region and not just board members
- Globalization: Pair up chapters with our international partner
 - Program swap
 - I&F program/fundraiser to increase our donation/education
- Focus Chapters:
 - Have chapters give input on what they think needs to be improved
 - Treat like counterparts but contact the entire chapter and board
 - Have R-board evaluate their focus chapters halfway through the year
- Create a Speak Up program outline for chapters to run
- Launch a regional StandUp! Campaign touching on service, advocacy and philanthropy
 - Work with counterparts to launch chapter campaigns
- Approach J-Serve so it won't feel like community service
 - Work directly with USY/NFTY to accomplish more
 - Have multiple community service options at varying locations

SJR #35: Empower every member to be a change agent and create a cohesive region that stands strong

- Bring back regional Execs
- Utilize regional chairs and treat them like counterparts
 - Only have chairs that will have meaning in their position and an ample amount of work
- Have sister chapters
- Encourage chapters to share programs and have inter-chapter programming
- Use Reg. sisterhood to truly unify each grade and SJR BBG
 - Strengthen regional families to go behind the overnight
- Encourage international involvement through the International Leadership Network and international awards
- Boost the spirit in SJR so we can win the Spirit Cup/Gavel at IC 2016
- Increase our delegation to summer programs and help members find the program right for them
 - Have a summer program fair at a BBYO night and utilize summer program Alumni

55th Regional Board: Have a board that stays united, remains dedicated to moving our region forward and believes in the mission of BBYO

- Have constant and effective communication: Texts, e-mails, calls and meetings
- Set monthly, term long, and year long that will be evaluated regularly
- Push for strong counterpart communication and networks: Set timelines for required counterpart meetings, ensure that releases are sent out, help them connect with their I-Board counterpart, and visit chapters
- Promote interposition work through initiatives, folds, and menorah pledge principles
- Utilize regular meetings for evaluations and trouble shooting
- Encourage new ideas and goals by having board members network with other regions and utilize chapter traditions that can be brought to the region
- Ensure that both the AZA and BBG boards work side by side in unity through board bondings and communications between co's
- Increase board transparency by having more officer reports to general members
- Allow each board member to have freedom in their position while still providing them with attention and guidance to accomplish their goals
- Keep advisors and staff involved and well informed