

Globalization

- Organize **an international competition** between the chapters in each region and between all of the regions, awarding points for incorporating globalization into fundraisers and programming. The winning region will be crowned as the **International Globalization Champions**.
- Start from the beginning** - ensure that members form a connection with our Global Jewish Community at the beginning of their BBYO journey:
 - Work with 23rd International Aym HaChaverot to incorporate globalization and ISF education in each region's New Member convention
 - Have at least 4 CLTC 2015 participants come from countries outside of North America to stretch the strong bonds formed at CLTC across the world
- Bring teens from at least 4 different countries to Perlman to broaden our global network
- Establish BBYO in Belgium through the aid of a previous member of NCC BBYO living in Belgium
- Work with each region individually to create a regional partnership plan that works for them and helps their members form a personal connection with teens in their partner community
- Ensure that our brand, message, and initiatives are the same in every BBYO location, and are being used to their fullest potential (some countries still use the old logo and may not be updated on current initiatives and practices)

ISF

- Design and promote an official ISF logo so that it is easily recognized and understood by all members
- Raise at least \$8,000 for ISF at ILTC 2015
- Post a monthly blog about how much has been raised for ISF and what Globalization/ISF education programs have been held by chapters and regions
- Reach out to Jewish organizations that BBYO doesn't already receive support from and ask them to match what our chapters and regions raise for ISF

If we want to raise more money for ISF and provide our members with more opportunities, we first have to change the way we teach "Globalization" and make it our primary goal to form a stronger bond among our Global Jewish Community.

Eastern Region: NCC

• 23rd NCC Gizborit

-Made Globalization a top priority for Eastern by working with my Cos to create and execute our first ever Globalization competition, **OPERATION: GLOBALIZE EASTERN (OGE)**

-**OGE's success:** over the course of **two months**, 30 globalization events were held, more than \$1,100 was raised for ISF by the chapters, and each member gained a deeper understanding of the importance of a strong Global Jewish Community.

-Raised an **additional \$520** for ISF through a raffle held at RC Shuk (totaling \$1,620) and over \$2,000 for regional scholarships by designing & selling *beautiful* frockets!

-created and distributed a packet with 5 **exciting and interactive** globalization programs that would help members discover the fun of and find a passion for globalizing our Order

- IC Spirit Chair '12-'13
- Regionals '11 '12* '13
- Winter Cultural '12 '13* '14
- Spring Council '12* '13
- MIT/AIT '11
- Regional XX '13
- JR/SR '13

GOALS

As Mazkirah of the International Board of the B'nai Brith Girls, I will support the rest of my board and my counterparts in all of their endeavors, I will ensure that every member in every part of the world is updated about all international initiatives and events, I will work with you all to change the way we globalize, and I promise you, I will

your position of **dare to make us EXTRAORDINARY**

HONORABLE

High & **is winning for the**

RONI ROSE

Marketing and Communication

- Create and manage an ILN blog** so that the Order can remain up-to-date on the monthly progress of their International leaders
- Create promotional media templates** (Facebook banners, promo-videos, fliers, etc.) for all members to take advantage of
- Replace Movement-Wide conference calls with an online radio broadcast-** participants can call in when they need to speak, eliminating any potential disturbances during calls
- Develop a smart-phone resource app** that will include the Red Book, constitution, resources based on position, platform examples, and recent news about BBYO
- Generate fun & interactive** summer program promotional tools, such as online quizzes

ILTC

- Five-Day Focus:** Dedicate each day within five consecutive days to a specific Movement Priority and thoroughly educate participants on each one through blueprint time, Shacharit services, fun facts throughout the day, etc. On the sixth day, participants can choose a focus topic and plan a program or other event that will later be distributed to the entire Order
- Plan more bonding events to unite the entire ILTC body** - The greatest ideas come from collaboration. It's vital that all of the ILTC participants form good friendships with each other so that they can use each other as a resource and develop game-changing ideas
- Bury a time capsule at Camp Perlman** in which teens can deposit their BBYO stories, memorabilia, and anything else they want to share with future ILTC participants!
- Form a personal connection with each member in attendance** and continue to support them after ILTC in all that they do
- Hold a meet-and-greet and icebreaker at IC 2015** for all ILTC 2015 participants to move past exclusive CLTC bonds and towards a large, open ILTC bond

International Order

Global Networking Committee

- CL-TC | 2012
- Sababba BBG
- * 410 N'siah
- IL-TC 2013
- IC '13 '14, Feb XX '13 '14
- Global Partners Summit '14
- Stand UP and Rebuild: a Teen Issue Summit on the Power of Service
- IL-SI 2014**
- Ambassadors to Bulgaria 2014***
- Silver and Gold Star of Deborah award winner

Global Fundraising Committee 2012-2013

- worked with the regional Gizborim and Mazkirim of the Mid-Atlantic hub to plan region-wide ISF fundraisers
- worked with chapters in the Mid-Atlantic hub to plan and execute original ISF fundraisers
- composed multiple blog posts for the Globalization Blog

Dare to be

testimonials

Chai Chaverim BBG #1548-552

- Raised \$500 during my MIT year to pay for CL-TC Gizborit fall '12
- More than doubled the funds in my chapter's bank account
- focused on planning fundraisers that yielded 100% profit, such as collecting used clothing to sell to thrift shops.
- Mazkirah Spring '13
- began the new chapter tradition of MIT time capsules with video-recorded testimonials

- recruited parents to match what we raised for ISF, totaling \$283 in pledges
- worked with chapter Gizborit to raise over \$500 for ISF
- worked with chapter Mazkirah to create our first chapter constitution
- Member in great standing since 2011 ©

*denotes steering

*denotes future

GNC & Mazkirim Committee

- The GNC and Mazkirim Committee will help regional Mazkirim and Gizborim provide their counterparts with globalization program and fundraiser outlines
- The Mazkirim Committee will assist in recruiting Jewish Organizations to match money raised by the chapters and regions for ISF and Stand UP
- Notes from GNC calls will be posted on the LN blog for all members to use as a resource.
- Aside from Order-Wide GNC calls, several GNC subcommittees will be in charge of hosting monthly GNC calls open to their hub and teens of a different country to create a more intimate environment where teens can discuss a topic, rather than just answer questions about it.
- (the partnerships for these calls will rotate)
- The Mazkirim Committee will aid Regional and Chapter Mazkirim in creating or updating their constitutions

Qualifications

MGOSK MOVEMENT

- Hold separate bi-monthly Google plus calls with the regional MGOSK of each hub, based on position duties
- strengthen the role of each position by pushing my counterparts to think BIG
- Have counterparts update me monthly on how much they have raised for ISF, Stand UP, and their region
- Make sure that every chapter in the Order has an updated constitution
- Push every region to have at least one region-wide fundraiser for scholarships

70th international Mazkirah

Extraordinary

"Overcome the notion that you must be regular. It robs you of the chance to be EXTRAORDINARY." - Uta Hagan

My Sister B'nai B'rith Girls,

When you want to make a big change, or achieve something monumental, the immensity of your actions has to match the size of your goal. Great things are not accomplished by taking baby-steps -- they're accomplished through LOUD, UNBREAKABLE determination and the actions that follow.

This year we will skip the baby-steps.

We will revolutionize the way our members view globalization, We will place a much greater focus on fundraising for regional scholarships,

We will generate innovative and interactive ways to communicate between our thousands of members, and

We will dare to be EXTRAORDINARY in all that we strive for.

We will change our world, and we won't do it quietly.

Submitted with undying love for 90 years of BBYO, Chai Chaverim BBG #1548-552, Eastern Region: NCC, daring to be extraordinary, you, me, and a strong Global Jewish Community,

I forever remain,

Roni Rose, damn proud candidate for your 70th International Mazkirah