

My Sister B'nai B'rith Girls,

IC 2013 marks a new era of BBG. An era where oceans and time zones are meaningless. An era where over 2,000 Jewish teens from all over the world can unite to change the world. An era where social media connects us instantly and constantly. An era where there are no limitations.

As we grow in BBG, we ask ourselves three questions:

What is our voice?

What does it tell the world?

How will we use it to change the world?

Take a deep breath. Look around the room. Understand what this is.

This is a time of NO LIMITS.

This is BBG CHANGING. Of our voices GROWING AND CREATING change.

This is the world.

This is us.

With UNDYING love for the love, strength, power & voice every single B'nai B'rith girl has, I forever remain,

Sofie
Sofie Elisabeth Jacobs

DAMN PROUD CANDIDATE FOR YOUR 69TH INTERNATIONAL MAZKIRAH

AS WE GO, SO GOES THE WORLD.

For the world is

U.S.

- MARYANNE WILLIAMSON

Sofie Elisabeth Jacobs

IS CAUCUSED FOR THE HIGHLY ESTEEMED POSITION OF

QUALIFICATIONS

Denotes coordinated *

Denotes steered ♥

Denotes delegate S

Denotes pending S

Breth Kadima B'RG #639

- Active member in excellent standing since ST '10
- Katvanit ST '11 (6 mo. term)
 - Led chapter marketing/media campaigns, created monthly chapter newspapers/comic book
- Sh'lichah FT '11 (6 mo. term)
 - Led chapter StandUp cause, Jewish Heritage & Community service efforts. BK Lobbies Chapter Kallah '12, PT Shabbat '12
 - Coordinated Chapter Kallah FT 2012 (Won D.C. Council Award for best Jewish Heritage program) *
- Sunshine Girl FT '10 (6 mo. term)
 - Led chapter spirit efforts/created spirit/birthday bags
- Chapter Kidnap ST '10, FT '10, ST '11, FT '11, ST '12, FT '12
- Chapter Convention '10, '11, '12
- Chapter Kallah FT '10, ST '11 ♥

INTERNATIONAL

- Coordinated Voice Your Vote 2012 *
- Coordinated first-ever convention of this kind, led marketing efforts to recruit teens, created/led programming & discussion
- Member of Global Networking Committee '12-'13
 - Facilitated chapter partnership between Bulgaria, UK, created programming with teens around the world, worked with teens around the world on a weekly basis, created community pages to increase understanding of worldwide BBYO
- Feb Execs '13 (Globalization Summit)
- Gold Star of Deborah S
- IC '12, '13 S
- East Coast Kallah '11, '12, ♥ '13 S
- ILSI '13 S
- Ambassador to Bulgaria '13 S
- Kallah '12
- CLTC '11
- N'siah of Chesed BBG

D.C. COUNCIL #54/NORTHERN REGION East

- D.C. Council Mazkirah '12-'13 (12 mo. term)
 - Led communication, marketing & globalization efforts for D.C. Council.
 - Had consistent, varied forms of communication with over 22 counterparts.
 - Marketed Menorah Pledge Week '12.
 - Created the curriculum for & led YLI '12-'13.
 - Created council newspapers.
 - Facilitated Globalization Week 2013.
- Bully Project '12 ♥
- Council Convention '11, '12 ♥
- Sweetheart/Hearthrob '10, '11, '12
- Preservation '12
- Kickoff Dance ST '10, '11, '12, '13, FT '10, '11, '12
- BBGQ chair '11-'12
- New Member Weekend '10/RLTI '11, ♥ '12
- RC '10, '12

Mazkirah

OF THE 69TH BOARD OF THE B'NAI B'RITH GIRLS

Goals & Ideas

Marketing & Social Media

Adopt new techniques and strategies to utilize social media to the fullest advantage.

- Crowd-source marketing efforts (i.e. looking for best IC promo video) to get members excited & create personal connections
- Understand the audience and create a plan of action for regional M'GOSKS on how to market individual programs to specific groups of people
- Identify at the beginning of each term the new sites teens are using (not necc. Facebook/Twitter)
- Create plan with BBYO staff head of marketing
- Centralize the different marketing efforts on various sites to create a unified message
- Create toolbox to standardize all forms of written text that go out (how ISF/Stand Up! is written, hashtags, fonts, etc...)
- Work with regional mazkirim to re-enforce marketing every chapter program as an exciting program (i.e. hashtag, promo video, facebook event...) so that girls are excited about each and every program
- Work with regional mazkirim to ensure every chapter creates a website
- Simpler, more effective social networking
- Use Twitter lists/Google hangouts/Tumblrs in addition to Facebook groups for promotion of big events (IC, ILTC, etc...)
- Strategically partner with other media outlets to raise awareness and publicize events
- Engage teens as writers and spokespeople

ISF & Fundraising

Move past bake sales and change wars to create a new meaning of member involvement in ISF.

- Instill the idea of "philanthropy" rather than "fundraising"
- Work with Moishe House, Hillel, JWI & JYPI to create partnerships with Jewish organizations that would be happy to support Jewish youth
- Work with Sh'lichah to create meaning behind philanthropy being an essential part of Jewish life
- Have JYPI (an organization for Jewish teens to learn how to start their own philanthropy) lead philanthropy seminars at IC 2014
- Have the Global Fundraising Committee play a crucial role in deciding where money/scholarship goes
- Global Fundraising Committee leads monthly Google hangouts with their respective hub to discuss/compare fundraising techniques
- Encourage more exciting fundraising (concerts, speakers, etc...)

The Board

Be a supportive, efficient, helpful and resourceful member of the 69th International Board. Put in all of my effort, understanding the commitment I have made.

- Every position can be involved with helping our order grow globally, as well as increase it's impact via social media/marketing. Collaborate with other board members as much as possible.
- Respond to emails within 24 hours
- Work with my co on all projects possible

ILN Committees

Have committees work interdependently to play to each other's strengths, capabilities, and reach.

- Assign members of different committees to mentor regional M'GOSK who are having trouble
- Revamp PR Team (Create chair, go beyond Facebook posts, create monthly newsletter) to promote ILN's work
- Work with professional staff to overhaul b-linked with better social networking aspect (i.e. Twitter feed with constant stream of all BBYO member's tweets)
- Consistent contact with committees (emails once every two weeks, releases once a month)
- Create 5 long-term projects with each, designate a head to each project

Globalization

Make globalization an everyday part of BBG, using social media to expand girls' friend circles.

- Use more accessible words like 'international community' and 'global connection'
- Incorporate globalization into casual programming/meetings
- Work with S'ganit to establish "global aspect" as a viewpoint programs should strive for (i.e. how other countries celebrate holidays)
- Make Global Networking Committee's work more transparent & work with PR team to push blog out
- Create a calendar of important regional dates worldwide to allow countries/regions/councils to Skype/run similar programming at various important events
- Split Global Networking Committee into 3 levels: Chapter, Region/Country, International. Have levels focus on strengthening importance/effect of globalization on each level of BBYO
- Build on chapter foundation built previously to connect regions and countries
- Work to strengthen Ireland/UK matchup to include more countries/opportunities

M'GOSK Movement

Create a 360-degree relationship with regional/council MGOSK to share information while learning the best way to implement international initiatives in different regions/councils/countries from them.

- Initial Google hangout with all counterparts within a month of the start of their term to set goals and plans of action
- Bi-monthly emails and a second counterpart call midway through term
- "Basic Guide To" releases on Globalization, ISF/Fundraising, Marketing/Social Media
- Create Facebook groups for each position to group girls with similar goals together
- Monthly Google hangouts on different topics for regional M'GOSK
- Respond to emails within 24 hrs
- Be a friend to counterparts: prioritize relationships so they feel comfortable asking for help/ideas

ILTC

Bring ILTC home. Emphasize how to continue discussions and learning to create success and connections post-ILTC.

- Monthly Google hangouts post-ILTC about different topics
- Pre-ILTC Google hangouts/Twitter lists: create connections beyond the Facebook group
- Connect with every BBG at least once before ILTC to see what she is looking for/get to know her
- Balance between being a mentor/coordinator and a friend