



# Zachary Andrew LeVay

## 92<sup>ND</sup> Grand Aleph Godol

*Aspiring for the high and honorable position of*



### My Brother Alephs,

I stand before you today caucusing for your 92nd Grand Aleph Godol. My goal is to seek the best overall AZA experience for each individual Aleph. Together, AZA will continue on a solid, successful path.

What we do here is special. Nowhere else in high school can someone find a better brotherhood, leadership, and community-building experience than in the Aleph Zadik Aleph. We have a limited time so we must act **now**. I have three important questions for you: how will build your network? How will you build leaders? How will you build AZA?

In our 92nd year, we must bolster our fraternity to serve much more than the original dozen Jewish men in Omaha. Our responsibility is enhancing the Jewish community worldwide. We have been successful because of you -- the passionate, dedicated members sitting before me today. We are moving forward fast and the progress made is clear, but, there is always more we can do. I want to harness the creative genius in each of you and Unite As One Crew. Let's make a major impact this year. How will you make yours?

Fraternally Submitted,

Zach LeVay

Proud candidate for your 92nd Grand Aleph Godol

### Events & Awards

- ILTC 2015
- CLTC 3 2013
- CLTC 7 2016 (Coordinating)
- AIPAC Policy Conference 2013
- August International Execs 2015
- February International Execs 2016
- International Convention 2013, 2014, 2015, 2016
- Bronze Shield of David 2013
- Silver Shield of David 2014
- Tree of Life Recruitment Award 2013
- Anita Perlman Stand UP Award 2016

### Building Our Network

We must continue to **reach out to local non-profits, businesses, synagogues, and other community venues**. Being a non-profit organization, a large part of our success comes from the generosity of business leaders and religious officials' donations. We must develop more relationships in order to spread to new areas, create new connections, and raise more funds. The strength of our Fraternity depends on those who understand we are critical to the future of leadership in the Jewish community.

### Building Leaders

It is our responsibility to ensure the wellbeing of AZA beyond our time as members. Let's take risks and find out the best way to develop leaders in AZA. I propose the implementation of Chapter AIT classes to teach new members about tradition, legacy, and mentorship. Further, Summer Experiences continue to create some of our best leaders. We need to increase our attendance across the globe at CLTC, ILTC, and ILSI to foster international growth. I also have a schedule of **counterpart communication** to make sure I am in contact with each region at least once a month.

### Building AZA

**Inter-region communication** is fundamental to our success. Each region has something to teach and each has something to learn. I will encourage my counterparts to develop relationships with other regions to create synergies between them. Further, the Godolim network will have more consistent communication to increase collaboration. Our globalized community is at its strongest it has been. I believe it can be stronger. I will continue and expand initiatives like Taste of BBYO and BBYO Live. **Globalization** is what ties the Jewish community from together far and wide.

### Qualifications

#### The Grand Order of the Aleph Zadik Aleph

- CLTC 7 2016 Coordinator
- Recruited teens across the Order for young leadership
- Captain of the Chapter Programming Showcase
- Created portfolio of successful, model programs to be shown at IC

#### The Great Midwest Region #61

##### 14th Regional Aleph Godol (full-year term)

- Most well-attended Kickoff in GMR history
- Raised participation from 250 in 2014 to 360 in 2015
- Fundraised to bring two Ukrainian teens to Chicago for Spring Convention
- Sold out Global Shabbat at the Holocaust Museum
- Nearly 200 participants, was reported in multiple news sources
- Inspired an international PSA called, "Mandate to Educate"
- Nearly hit end-of-year membership goal by February
- Chartered new chapter to expand GMR's recruitment
- Created BARC Committee -- specialized recruiting task force
- Created "The Aleph" -- encourages collaboration among chapter leaders
- Sold out two theatres for Mockingjay Premiere, collected 1,100 cans
- Innovated two new regional leadership days in August and January
- Created Glow Run for Globalization in Chicago
- Presented to and programmed for a JCC Jewish overnight camp to gain a larger recruitment pool
- Largest Brotherhood/Sisterhood convention in GMR history
- Raised attendance by >20%
- Escalated GMR ISF fundraising by raising nearly \$6,000
- Unique partnership & program with Wisconsin Region for Boys' Engagement
- Increased ILN involvement from last year by ~50%

##### 5th Regional Aleph Ozer (full-year term)

- Position creates new chapters and helps struggling ones
- Chartered new chapter to expand recruitment to new areas
- Formed new relationships with synagogues to harness future growth for the region
- Led community outreach efforts to find unengaged teens to start new chapter

#### Ometz AZA #2553

##### 5th Chapter Aleph Godol (six-month term)

- Henry Monsky Award Winner

##### 4th Chapter Aleph S'gan (six-month term)

- Created 1st ever Chapter Convention
- YLTC 2013 Coordinator (Fall convention)
- Kickoff 2013 Chair (largest Kickoff across the Order that year)

##### 3rd Chapter Aleph Moreh (six-month term)

- Highest rate of recruitment in Ometz history

##### 2nd Chapter Aleph Shaliach (six-month term)

- Planned and ran three Shabbat dinners





# Building the Future Together

*"Where there is unity, there is always victory." - Publilus Syrus*



## Pre-Visit

Vision: Regional/Council visits are the best way to personally link the international level of AZA to our roots and to globalize our community. I have outlined a plan to determine how I can best help each of you.

1. All Regional/Council counterparts will fill out region/council evaluation forms at August Execs. All chapter counterparts will fill out chapter evaluation forms a week before a visit.
2. Target local businesses to meet with for scholarship donations/partnerships
3. Google+ with regional staff and stakeholders to discuss key aspects & main foci.
4. Choose a book to read on the plane
5. Prepare an agenda for guidance and problem-solving for the visit

## During the Visit

Vision: I believe this time is the most valuable to the Godol. My visits are my opportunity to connect Alephs from one community to another. From staying up until 1:00am playing Xbox with Alephs to assisting at your conventions, I look forward to meeting all of you and offering my guidance.

6. Meet in-person with each counterpart and their Boards to offer tips & tricks
7. Compile a list of what makes each region successful & special
8. Meet with regional staff to determine best ways to communicate with teens
9. Meet with local businesses and foundations
10. Establish meaningful relationships with Alephs and BBGs to link the international level to the regional and chapter levels

## Post-Visit

Vision: Analysis, Aggregation, Action are the three concepts my post-visit plan is centered around. I will analyze what I've learned, assimilate into meaningful, shareable data, and collaborate with the international staff, counterparts, and Grand Board to apply what I've learned to other regions/councils.

11. Debriefing calls with regional counterparts and staff within a week post-visit
12. Revise regional/chapter goals
13. Follow up with local businesses for partnerships
14. Share successes with regions that could benefit from another region/council's experience
15. Blog about the experience to have Alephs and BBGs follow my activity from around the globe

## Kehillah: Community

Building a more extensive network is imperative to our long term success. During my visits I will visit local Jewish and philanthropic organizations to familiarize them with BBYO. The following are organizations I've already been in-touch with that I believe will help:

- ☞ Keshet
- ☞ Repair The World
- ☞ JUF

United As One Crew embodies who we are and who we will always be. Our community is as strong as it has ever been but there is always more to be done.

- ☞ Send Letters sent to the IDF
- ☞ Collect best practices

## Initiative-Driven Building

### Program Innovation

- ☞ A new, individualized approach to the Program Bank
- ☞ Full-year, proactive, and innovative calendars
- ☞ Utilize international initiatives on a regional/council level
- ☞ Creating resources from the Chapter Programming Showcase for chapters/regions to model

### A Focus on Membership

- ☞ Work with the Grand Moreh and his counterparts to organize individualized recruitment plans
- ☞ Create a comprehensive AIT curriculum
- ☞ Adopt a Fraternity rush style recruitment

### A Globalized Community: The I\$F

- ☞ Follow GMR & Ukraine's example, create more partnerships
- ☞ Increase number of regions bringing International teens to conventions

### Serving our Community: Stand UP

- ☞ Break attendance records for Stand UP summer programs
- ☞ Work with regions/councils to devote more hours than in '15
- ☞ Double the amount of Stand UP Awards given
- ☞ Lead International MLK Service Day

### Global Shabbat

- ☞ Hold events at special venues (Holocaust Museums, community gatherings, synagogues)
- ☞ Express dedication to globalization through partnerships
- ☞ Expand usage of committees to foster leadership

## Building Our Neighborhood

### The Local House:

We will adopt better ways to run our chapters, regions, and councils:

- ☞ Share regional program banks
- ☞ Create more inter-region/council conventions
- ☞ Build a compilation of the best Fraternity programs (Separates, Inductions, etc.)
- ☞ Invite more members to February Execs to maximize the effects International Initiatives

### The International House

Our friends outside the North American hub are paramount to AZA's success. Together, we make up a globalized community of leaders. My ideas to unite us include:

- ☞ Ensuring each region/council has a partner country
- ☞ Bring best practices to countries outside North America so we can grow together
- ☞ More scholarship funds for IC/Summer Experiences for international teens by working with globalization staff

### Building Together

To reach our full potential, each chapter, region, council, and country must buy into our vision of building a larger, stronger Jewish community.

- ☞ Active communication among position holders in various regions/councils
- ☞ Posting success stories regarding fundraising, recruitment, and programming to BBYO.org & social media

## Tikkun Olam: Repair the World

As Jews, we have the obligation to give back. In doing so, we must globalize our community and create a worldwide task force.

Venues to expand:

- ☞ BBYO Live
- ☞ Taste of BBYO
- ☞ The Shuk

Things to look forward to:

- ☞ Gifts from other regions/councils/countries
- ☞ More partnerships and increased partnership communication
- ☞ An increased focus on the I\$F
- ☞ A larger ILN
- ☞ More international teens
- ☞ MLK Service Day