

# **Vision Statements**

BBG Candidates for the 67<sup>th</sup>

International Board of the B'nai B'rith Girls

**Bette Amir-Brownstein, Evergreen Region**  
**Caucusing for 67<sup>th</sup> International N'siah**

For many years Jewish teens everywhere have been active in BBYO. It has served as a multipurpose home for those who invest themselves in it. Since the beginning, Alephs and B'nai B'rith Girls who choose to take on leadership roles have worked to improve areas of membership, programming, and social action. To be successful with any journey or goal a plan must be made. As your 67<sup>th</sup> International N'siah and, with the international order beside me, we can exceed the standards, accomplish our ongoing goals, and come up with new, unimaginable ideas. My main priorities will be: 1) moving BBYO outward, 2) continuing and improving globalization, and 3) creating unity between regions. Of course, membership, social action and programming will always drive our organization; however, my three priorities will improve those areas. The three areas of focus I have suggested will enhance all of the elements of BBYO at the same time.

It is vital that BBYO be an organization with a positive reputation for its members and for the community. This can be accomplished by moving BBYO outward. This can be done by submitting articles to local newspapers at least once a month and by creating an international award for chapters or regions that have the most public events. I want people to be aware of who we are! Outward-based programming will increase membership, make fundraising easier, and enhance the quality of programs and community service.

As your 67<sup>th</sup> International N'siah, it will be my job to see the big picture of BBYO while staying focused on our values and traditions. We are the only youth organization in the world that makes efforts to spread ourselves globally. We are the only organization in the world that brings 700 Jewish teens together to decide who their top leaders will be for the upcoming year. Our global ambassador program is unique. We have an opportunity to see what BBG's and alephs around the world are doing. The efforts of global ambassadors need to continue so we are aware of someone from Turkey leading a separates program, or a chapter from the UK having their first business meeting.

It is time to move outward so the entire world knows what BBYO is and so every Jewish teen wants to be a part of it. This process is not a quick one, and it will take the strongest leadership. This plan consists of new goals that I formed to strengthen what we already have and strive for while still keeping our values and traditions. Let's rise up to make BBYO a known and loved place by all. Whether BBYO has changed your life or you are a member for the amazing feeling of being around your sisters, this plan will give you something. Let's spread the love from region to region, and from country to country and let's never look back!

**Liel Azoolin, Gold Coast Region**  
**Caucusing for 67<sup>th</sup> International N'siah**

Movement- (noun) the act, process, or result of moving.

My Sister B'nai B'rith Girls, we are a part of the largest Jewish teen youth movement in the world. We have the power to make a difference in our communities, in our countries, and in the world, but when are we going to focus on ourselves as a movement? We need to step back and help grow this same movement that is making a difference in the lives of thousands and thousands of Jewish teens every day.

There are many ways in which we can grow but we need to start with membership. Right now, we are at a state where we have regions that are getting progressively smaller and this needs to stop. We should not have any regions that loose members year to year but only regions that grow. In order to help this we need to keep close communication with these regions and come up with regional or council growth plans that we will follow up with on a monthly basis. Another key growth element is chapter programming. When chapter programming is strong we have the most members attending. This is a key element to keep our movement progressing towards being the strongest movement we can possibly be.

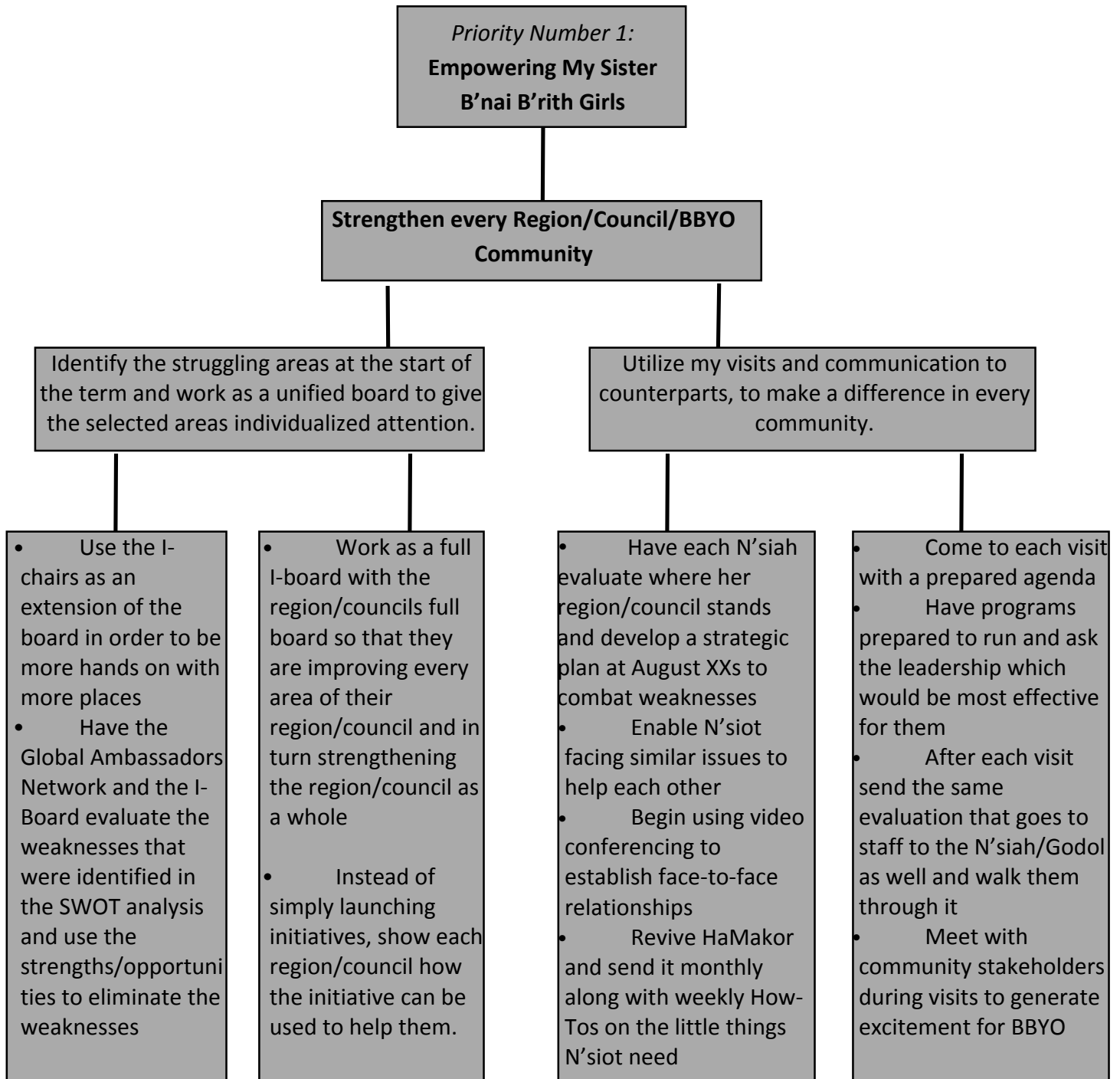
One of the most interesting aspects of our movement is we are global. We have teens from across the world who are a part of BBYO. This global picture is a key aspect of BBYO and we must keep these relationships with other countries developing. Global Ambassadors play a key part in developing these relationships but for next year we need to make Global Ambassador roles more specific. With a more specific picture of what we want these relationships with other countries to look like, we will be able to make the already existing relationships even stronger. With these positive relationships we can have more international teens at IC, CTLC, ILTC and Kallah. It is essential for us to hold cooperative projects with other countries. When we work together we truly establish the sense of unity as a movement and hopefully next year we can work to make our North American traditions, such as BBG and AZA Shabbat, a more international tradition.

Currently we are working with other organizations and developing new aspects of our movement that play a key role in helping us make an even larger impact on the world. Some of the key organizations we work with now are Panim, AIPAC, and the JDC. These three organizations each provide us with a multitude of new avenues Jewish teens can play a role in. Organizations such as these not only provide much to us by what they do but they also help BBYO get our name out and show how great of a movement we truly are. In the year to come we need to not only continue the relationships we have with these organizations but grow them and develop new relationships with other organizations.

**Samantha Levinson, Northern Region East – NoVA Council  
Caucusing for 67<sup>th</sup> International N’siah**

I really just have one priority for the 67th year...YOU, the B’nai B’rith Girl taking the time to read this vision statement. I want all my sisters to feel empowered within this organization to make things right for themselves.

How am I going to actualize this priority?  
Look Below!



*I respectfully submit this strategic plan to my sister B’nai B’rith Girls with undying love for **being empowered to make things right** I forever remain,  
**Samantha Rene Levinson***

**Emily Hunker, Central Region East**  
**Caucusing for 67<sup>th</sup> International N'siah**

One of my favorite stories is Shel Silverstein's "The Giving Tree." In just a handful of simple sentences he tells a tale about a relationship between a young boy and a tree in the forest. From the time he is small until he becomes an old man the tree always provides the boy with what he wants – and what he needs. Finally old and feeble, the man returns to the tree, which is now just a stump and finds a comforting place to rest.

What moves me about this story is the tree's ability to not only always be there for the boy, but to adapt to his changing needs throughout his life. It also took the boy's growth and adaptation for him to realize the ever-changing gift of the tree.

BBYO is like the Giving Tree. Beyond all of the friends, leadership skills, and sense of identity that BBYO provides, as a truly international organization, BBYO gives us the world. This is critical for our generation who in a world of war and revolution are being asked more than ever to be citizens of the world and to help lead it in a constructive direction.

If I have the honor of becoming International N'siah my priority would be to help this organization and every girl who joins be better prepared for the changes that the world is bringing to our doorsteps. I would do this in three ways.

**Adaptive** – Like the Giving Tree we must also be able to provide for the changing needs of all of our members. Our programming therefore must span all age groups, offering leadership and mentorship roles for the older girls and accessible and attractive programs for the youngest ones. I also want to look at continuing mentoring opportunities – whether through social media or homecoming activities that allows alumni to continue to contribute in their home chapters.

**Relevant** – We need to reflect the world around us. In our Stand Up! and education programs we need to be aware of the changes in the world and help our girls prepare to be not just leaders in BBYO or leaders in the Jewish community, but leaders in the world. We need to choose projects that can truly make a difference in our society.

**Movement** – The Giving Tree tells of one person's experience of transformation. The unique power of BBYO is that it not only allows individuals to grow, but also allows us on a united level to share an experience and transform together. I would like to expand programming and communication to maximize the opportunity to tap into the broader BBYO experience.

Like the Giving Tree, as members of this movement we must take the experiences BBYO has provided us and make sure the lessons and friends will enrich the rest of our life, inside and out of this Order.

## Orli Berman, Northern Region East – DC Council Caucusing for 67<sup>th</sup> International N’siah

### Creating a Universal Vision

Begin with the end in mind. We’ve all heard this before, but what does it mean?

By **creating a universal vision**, BBYO creates its own standards that reach from the chapter to the international level. This ensures we are working cohesively, as a united force of 30,000 driven leaders from every corner of the globe *towards the same goal*. How can we establish this vision? The first step is interdependence.

#### Interdependence:

- Creating a unified system between board positions is the way we can enhance our order and conquer perplexing problems. A board should not be viewed as many individual positions: a board should be one effective unit. We can enhance membership through improving programming; advance advocacy with fundraising; heighten Judaism through sisterhood, and beyond.
- Creating fluidity between the chapters and international BBYO is another way we can drastically strengthen BBG. In creating dialogue between the chapters, councils/region and the international level, we can achieve the next priority by making sure that everyone has the resources available to develop their chapters.

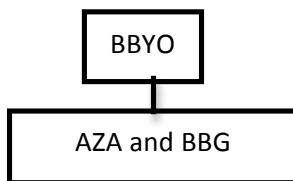
#### Chapter excellence through valuable resources:

- We often times put an emphasis on improving our regions/councils and the international order. No matter how much they are enhanced, they cannot be sustained without systematically strengthening *the chapter*. By creating thriving chapters, we’ll create a growth in membership for AZA/BBG, while simultaneously increasing the quality of the experience.
- By using the technological phenomena that are at our disposal as teens of the 21<sup>st</sup> century, we can create a system in which chapter and regional members can have instant access to resources made on the international level, and vice-versa. Maybe it’s a YouTube video the International S’ganim create to explain how to plan a successful program, a live webcast with the International Boards to answer questions, or a slideshow and script a chapter Morah creates to promote BBYO to parents. By compiling these resources and making them available order-wide, we can make sure chapters are growing and are more effective and can share their successes.

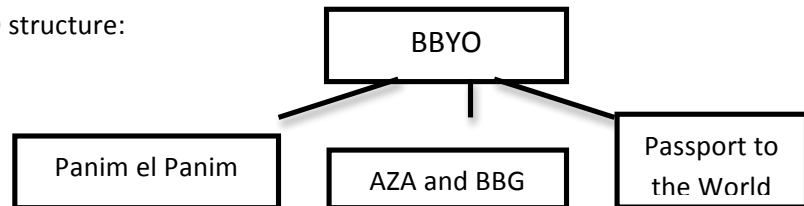
#### The Ultimate Vision: Involving more Jewish Teens in More Meaningful Jewish Experiences

- Within our organization, we have the power to impact every Jewish teen in the United States and increasingly past our borders. In recent years, BBYO has created more ways of engaging Jewish Teens, by making *Panim el Panim* and *Passport to the World* part of the BBYO umbrella, in addition to AZA and BBG.

Past BBYO Structure:



Present BBYO structure:



- Instead of recruiting solely for BBG & AZA, let’s broaden our efforts to include travel, social action and advocacy. Through this, we can ensure everyone a *Jewish experience*. This will also provide a built-in mechanism for growth within the leadership faction (BBG/AZA) of our movement. With access to these amazing programs, we can also improve our standards within BBG: we will be able to enhance SpeakUP!, StandUP!, and more by embracing these resources.

**Creating a Universal Vision:** Working to ensure that *you can be the change*.  
*Today, we are shaping the Jewish future.*

**Samantha Ulick, Northern Region East – Baltimore Council**  
**Caucusing for 67<sup>th</sup> International N’siah**

I believe that the three most important facets of BBYO that will direct and shape our growth for the next five years include increasing our involvement with the development of BBYO's Overseas Communities, bringing our movement programmatically to the grass-roots level, and utilizing our International Chairs to guide the International Executive Body. We will be, in a sense, strengthening our domestic program by heightening our awareness and rallying support for our global communities. The tools we use to do so, such as creating a Global Ambassadors Network or holding Up-All-Night fundraisers at conventions, will empower us with the ability to bring our organization forward. Additionally, promoting the well-being of overseas communities will reflect our international roots and indicate that we are, in fact, the world's largest pluralistic Jewish youth movement. To do so we can develop a system in which each Global Ambassador creates monthly reports on the state of their respective overseas communities. With these reports, the International Executive Body can make decisions as to how to most effectively build and grow each global community by delegating responsibilities, such as creating awareness about Argentina BBYO to run as an elective at a convention or planning a program about recruitment and engagement for BBYO Bulgaria.

Similarly, the power we have as an international movement needs to be translated into the work we do at the grass-roots level. With all the resources we have as an organization, we have the ability to assist leaders at the chapter level to put on large-scale programming that engages and holds the attention of the entire community. Instead of solely focusing on the state of each council and region, both International Boards need to extend themselves as resources to chapter leaders. By communicating with their regional/council counterparts, both International Boards can customize their oversight to fit the needs of each unique community via the use of conference calls or online chat sessions. No longer will the regions and councils be the sole focus of BBYO International, but we will strive to promote the success of chapters around the order. By highlighting and furthering our work at the fundamental level, we can better manage our progress on all levels of BBYO.

In order to guide this progress, we will maintain and grow important International initiatives, such as Stand Up!, Speak Up!, and the Membership Mile. By appointing a combination of both experienced teens and members of the International Executive Body to serve as International Chairs and in Task Forces, we can create the framework for a strong international program in which all BBYO communities can have access to. In order to make our work on the large-scale more transparent to chapters, councils, and regions across the order, we can use mediums such as conference calls and videos to feature specific international focuses each month. In creating a structured focus, we can emphasize the importance of each aspect of the foundation of BBYO International and transcend our efforts forward.

**Morgan Wittenberg, Eastern – North Carolina Council**  
**Caucusing for 67<sup>th</sup> International N'siah**

*Today is the tomorrow we waited for yesterday.*

*Today we have every opportunity to make a difference.*

*Today is our chance to write history.*

*This moment is when we decide to propel our movement to new and unfathomable heights.*

My Sister B'nai B'rith Girls-

From a bird's eye view, the *International Order is strong*; over seven hundred teens at International Convention and more than fifty regions and delegations across the map. As a result, our energy must be redirected into bettering the inner workings of our Order. Through bridging disconnect amongst leadership, strengthening international relationships, customizing initiatives, and modernizing democracy, we can create an irreplaceable Jewish experience.

We are a united force, guided by International leaders who maintain our momentum. However, a lapse of communication exists between International and local leadership. There are multiple levels of leadership to allow focus on different strata of our order, but we must strive to **maintain cohesiveness and increase the transparency between them**. We need to work as an interconnected movement and take the next steps of our journey in pace with our sisters.

Let's visualize the future- an *integrated and diversified* International Body. Our energy must be put into making International delegations common place and eradicating the abnormality of interacting with these teens. Our vision will not materialize overnight, but our expedition begins now. Still our efforts will not solely be overseas, as Canadian regions are still struggling to flourish. Consequently, we must begin to establish **strong and permanent** relationships with International BBYO.

The past leaders of our order have fashioned initiatives that pushed our movement onward. In the upcoming year we must **inspire** our populations through initiatives that are adaptable. Every region and council is as *unique* as the number on its charter; thus we cannot take a cookie cutter approach. It is crucial that we expand on the initiatives that exist currently in order to integrate them into the way we operate.

We are a constantly evolving teen movement; therefore so should the manner in which we conduct ourselves. In the year ahead, an evaluation of our current methodology is necessary to ensure that we are **functioning at our potential**. This is the year to revamp our democratic processes and *mobilize* task forces of dedicated leaders to change and better our movement.

My Sister B'nai B'rith Girls, as a proud candidate for **your** 67th International N'siah, I see the potential before us. There is no day better than today to make a commitment to ourselves that we will lift this order to **new heights**. Today begins our journey- right HERE, right NOW, with YOU. Our final destination is in sight and it's time to let our dreams, our actions, our ideas and our passions take flight.

Respectfully submitted with an undying love for the journey you and I shall take together and the International Order of the B'nai B'rith Girls- past, present, and future,

*I forever remain,*

**Morgan Paige Wittenberg**

Proud Candidate for your 67th International N'siah

**Emily McCready, South Jersey Region  
Caucusing for 67<sup>th</sup> International N'siah**

We are a youth-led movement. We are constantly adjusting to meet the desires of our growing population. Our road is winding, but where is it leading us?

We travel together. We begin by unifying the Board of Directors, staff, and the entire Membership Body through proactive communication. Our existing networks are tools to track progress and connect members, creating a forum for reporting regularly, providing constructive criticism, and highlighting personal accomplishments. Teens and adults can work together to take active roles in the lives of our future and current members, also reaching out to our Friends and Alumni Network. The International board will journey with each individual to provide positive reinforcement every step of the way.

We will continue to grow together by showcasing our successes and advancing our partnerships, expanding the presence of BBYO. We will infuse a sophisticated and updated educational curriculum into our existing programming. Our teens should be involved in Teen Connection development to facilitate recruitment efforts, thus securing a foundation for future generations. Our teens can orchestrate Teen Connection events, exciting eighth graders and properly exposing them to BBYO.

Beyond our current standards, we must revitalize our individualized methods of recruiting, retaining and re-educating to make room for advancement. BBYO has established Jewish communities Internationally, we have the potential for further expansion through globalization. We will strengthen International ties, enable global communities involvement, and encourage widespread communication between BBYO members worldwide. It is not only "the more the merrier," it is making sure that "the more" stay merry.

We embrace unique expression. Our pluralistic ideals spark the development of strong Jewish identities. Serving as an omnipresent support system, we create an environment of inclusivity so that every girl belongs and is inspired to StandUp! for what she believes in. We integrate efforts of philanthropy, service and advocacy, we change lives. Localizing our International efforts of social activism while globalizing J-Serve will provide this opportunity on all levels. We show concern for all, and we will positively affect each road we travel.

New routes initiate adventure. We program with a purpose, guaranteeing meaningful experiences to demonstrate the ideals of our movement. An International fold of the month will ensure variety to meet the expectations of every girl, influencing her mind, body, and attitude. Internationally common planning forms can help us explore ways to diversify programming and incorporate all of our six folds all of the time. The Menorah Pledge Principles are the foundation of our organization and we will emphasize their necessity, encouraging girls to allow them to take on a stronger presence in their lives.

The road is open-- a journey toward efficient communication, increased involvement, confident individuals and meaningful experiences. You decide what direction we are moving in, and I would be honored to continue as a leader in this journey with you.

With love and dedication to the destination of your dreams, I remain,  
Emily Rose McCready

Proud candidate for the high and honorable position of 67th International N'siah

**Amy Feinberg, Southern Region: Atlanta Council  
Caucusing for 67th International S'ganit**

“Set *your* goals high, and don't stop until *you* exceed them.”

Over the last year, our organization has seen tremendous growth towards becoming a stronger movement. We need to continue growing by challenging each other. We need to set major goals, and have a vision to push ourselves beyond where we have ever been before. Now, how can we, as a movement, **take this order even higher?**

My Sister B'nai B'rith Girls, and my Brother Alephs,

This is our time to shine. For the past 66 years, we as B'nai B'rith Girls have been reaching new heights, surpassing our limits, and strengthening our order. We have the ability to succeed and fulfill our highest potential. We need to further utilize the tools we are given and stretch our imaginations to their fullest. Programming has the power to promote passion, ignite *initiatives*, and make us stronger.

**Programming is the main core of our organization.** Quality programs are the foundation and the key reason for which our members participate. If BBYO does not provide inspirational programming, we will not have inspired members. If inspired members are not at programs, *our organization stands for nothing.*

So, how do we as the International Order seek to not just survive, but thrive with high-quality, worthwhile programs? **Personalized plans** for each specific region need to be created. While analyzing each Regional, Council, and Chapter program, we need to ask ourselves what is missing from these programs? I plan on working with each Region and Council to help them not only reach their goals, but exceed them, by overcoming challenges and improving their programming into a strength.

After taking the step to acknowledge our flaws, we must create **Inter-Regional connections** to help dissipate weaknesses. We are **one order**. We must work closely to connect regions experiencing the same problems. By providing regions and councils with a “partner region” whom will have similar difficulties, together as an order, we will continue to improve and develop our programming. These relationships and connections between regions will grow over the years, and we will all learn from our peers to enhance programming throughout the order.

Expanding **our** ideas, Expanding **our programming**, Exceeding **our** goals. With the **expansion of the Degrees of Programming to 5 or 6 degrees**, each Region or Council will feel more comfortable in the degree they are in, instead of being in such a broad category. When each degree is more specific, this expansion pinpoints the areas that Regions and Councils need to work on.

By working on our weaknesses and increasing our strengths, we can achieve the goals of our multi-fold programs to attract and retain more passionate members to our order. This is *our* chance to shine, *our* time to flourish, and exceed *our* goals to maintain BBYO's standing as the world's greatest Jewish youth organization. Please, join me and we can truly shine in the coming years.

I remain,

Amy Lynn Feinberg

Candidate for the high and honorable position of your 67th International S'ganit

**Allie Michel, Eastern Region – North Carolina Council  
Caucusing for 67th International S'ganit**

*Jewish Experiences.  
Cherished Memories.  
Thousands of Sisters.  
B'nai B'rith Girls.  
We **are** the International Order.*

My Sister B'nai B'rith Girls,  
The International Order spans across countless regions, councils, and chapters, yet we are united by a common bond. A bond formed through our *faith, friendship, and vision* for the future. Through innovative programming we not only strengthen this bond, but we push our movement forward. We, as an **expanding network** of Jewish teen leaders, have innumerable opportunities at our fingertips- and now is our time to utilize them.

We are growing and our programming and the way in which we evaluate and share must as well. The Program Bank has proven itself to be a *valuable* utility; accordingly we must take the next step and utilize it to enhance the practicality of the Degrees of Programming. By integrating the Degrees of Programming to the inner workings of the Program Bank, it will *evolve* into a functional tool for determining both strengths and weaknesses of programming across the Order. Not only will this partnership increase the **innovation** of programs, but it will permit a standard of programming to be set and utilized in order to improve International programming.

The International Order thrives on creative ways to incorporate *Jewish Heritage* into our everyday actions. Our programming needs to reflect the reasons why our movement is so successful and how we allow B'nai B'rith Girls to grow as individuals and expand as a movement. Thus, we must begin to **integrate our initiatives** such as Stand Up! and SpeakUp! into hands on and interactive programming that can be incorporated into all levels of BBYO. In the upcoming year we must provide the resources to allow girls *across the globe* to introduce Jewish Heritage through utilization of International initiatives in programming.

Every member is unique and creates a living mosaic of the Menorah Pledge Principles and Six Folds on which our Order is based; therefore they should be illuminated every time we gather as sister B'nai B'rith Girls. Through capitalizing on the **individual attributes** of every member, we can **empower** a new generation of leaders to involve more girls in the planning process and experiences as well. As we strive to create more meaningful Jewish experiences, we must ensure that we simultaneously strive to produce *remarkable programming*.

If given the honor to serve as your International S'ganit in our 67th Programming Year, I want to solidify the idea that **we are our biggest resource**. We are a movement of inspiring and dedicated women who have the resources to accomplish any feat. My Sister B'nai B'rith Girls, I challenge you. I challenge you to unify our Order through programming. I challenge you to help lay the foundation for generations to come. But most importantly, I challenge you to challenge yourself to *revolutionize* this Order's definition of programming.

*Respectfully submitted with undying love for the colorful and bright future of each and every B'nai B'rith Girl in the International Order,  
I forever remain,*

**Allie Caroline Michel**  
*Proud Candidate for your 67th International S'ganit*

**Allie Ginsburg, Mid-America – St. Louis Council  
Caucusing for 67th International S'ganit**

Robert Kiyosaki wrote, *"The size of your success is measured by the strength of your desire; the size of your dream; and how you handle disappointment along the way."*

As the 28,000+ BBGs and Alephs from around the world, we have the power to be successful. We have the power to be radiant and glowing examples of thriving programming, blossoming sisterhood and fraternity, and to have a growing impact on the world's Jewish community. Through strategic planning, I have confidence we can achieve and be more.

What do you desire? My first priority as International S'ganit will always be to serve *you*. Through e-mails, facebook, and phone calls, we can match the Order's S'ganim into **networks**, helping each other to develop past our problems. With a better search system on program bank and more implementation of the degrees of programming, we can **utilize the resources** that the Order has been working so hard on.

Programming can and should be about dreams: the powerful visions we have as teenagers, fully capable of changing the world. By starting a new initiative like that of MBA, focusing on our **thoughts, opinions, and voices**, programming can make our dreams heard and enable us to DO something in our communities. With programs compelling teens to think about the world around them, enabling them to form developed opinions, and teaching them to make their voices heard, we will reinforce our global impact and allow our members to take even more out of their BBYO experience. By implementing this TOV initiative through programming weekends, resources, direct contact, and of course, feedback from you, we'll make our dreams a reality.

And, with a **streamlined program evaluation system**, handling our programming disappointments will only serve to make our victories bigger and brighter. With the creation of an efficient and effective way to judge what went wrong and what went right, we can ensure programs only get better.

And yet – these plans are just the beginning. The true plan depends completely on **your needs**. Our 67<sup>th</sup> year is just over the horizon, and with your feedback and help, we will see the kind of success we've never even imagined. I have full confidence that this vision is one I am fully capable of accomplishing.

Our opportunities have never been brighter, our ideas have never been stronger, and so, our capacity for greatness has never been bigger.

Submitted with forever undying love for programming, the International Order, and our desires and dreams, I remain,

**Allison Darcy Ginsburg**

Proud Candidate for your 67<sup>th</sup> International S'ganit

**Lex Witkin, Nassau Suffolk Region**  
**Caucusing for 20<sup>th</sup> International Aym HaChaverot**

In the past 66 years of our movement and history, BBG has served as a dynamic, rising, and changing force, but yet, the sisterhood still remains.

I did not join BBYO because a local chapter MIT Mom called me, or because of an MIT Convention or New Member Weekend. BBYO is where my journey began. I want to hold this position because it is on the road of my destiny. **I want to be the older BBG who was not there to recruit me.** A girl should be able to transform into a BBG with the help of another BBG. She should not have to find her “entryway to her destiny” on her own. Allow me as the International Aym Ha Chaverot, to be that older BBG. Allow me to inspire her, and convince her to go on that summer program, to run for Regional Board, to convince her that “CLTC will be the best 12 days of her life,” that she will “find herself **here**” in BBYO. Allow me to make that spark.

As International Aym Ha Chaverot, I anticipate achieving the many goals I have planned for this year. Along with the many obligations I have to fulfill, I plan to be a source for not only my Regional counterparts, but for all of the BBGs in this Order. We must continue to increase Retention and the Membership Mile initiative and move this movement into higher levels. We should no longer have to ask ourselves *if* we will meet a membership goal, but “when?” The question will no longer be, “*can* this benchmark be accomplished?”, but “how do we want to achieve it?” The unification, the connection, the movement. Look ahead to the future of this organization and say goodbye to obstacles that try to come in our way.

It would be only my greatest honor to serve as the International MIT Mom. I want to recruit and retain the membership which this organization deserves. I am fully cognizant of the commitment and what it takes to be an International Board member. The multiple hours up at night on weekends when most teens are out hanging with friends, are what I am prepared to forfeit for this obligation I have made. I am not only *willing* to make this obligation because of my duty to my sisters in this Order, but because I told myself that **I have a dream**. A goal of which no one can destroy. No matter the disadvantages standing in our way, my determination and fortitude will prevent all outside distractions from barricading the success of this Order. It will create avant-garde membership amplification never seen before. It is true that a movement has more influence with higher quantities—so now envision the ability the B’nai B’rith Girls acquire with the power of over 28,000 working as **one** to accomplish **one** common dream. With my dreams and all of the dreams of the BBGs in this Order, I believe that **we** can make a difference.

**Julianne Ruth Simson, North Florida Region**  
**Candidate for 20th International Aym HaChaverot**

I am only one; but still I am one. I cannot do everything, but still I can do something. And because I cannot do everything, I will not refuse to do the something that I can do.

This year, this moment, I am telling you that each of us has the power, individually, to *do something*, to change this Order.

My Sister B'nai B'rith Girls, we have cheered countless times, together, "I am one, though only one, there's so much I can do." I may only be one, but I know I have the power to push our Order forward. Over the next year, we must come together to make our dreams into reality. We must approach the BBYO experience from the individual perspective in order to improve it holistically. As a whole, we are strong, powerful, and influential globally; it is the inner-workings of our organization that will keep our momentum going.

Recently, our main priority has been shifted from laying a foundation to fixing its cracks. It is time to focus on our quality in addition to quantity. Because each region is as different as each member herself, we must ensure that when the BBG experience is placed on a wide-scale, it still remains adaptable to the individual member. We have witnessed an increase in the quantity of members through the Membership Mile. However, now we must expand upon this growth by delving into recruitment initiatives that increase involvement, while simultaneously improving BBYO's quality of membership. Resources and initiatives that have been pioneered in the past must be re-vamped and tailored to best encompass each region's needs to provide its members with the best possible experience.

Over the last five years, BBYO has transformed from a youth group to a youth movement, while simultaneously increasing BBG membership. Now, our focus must shift from numbers to individuals, as we strive for the *quality* members who are passionate about building our Order's future. As a grassroots organization, we must start at the core, the chapters, for here is where we must work from the bottom up to bring quality into our Order. The value of each individual cannot be stressed enough, and we must spread this feeling and passion amongst our chapters. Moving upwards, every region must have a multitude of resources available with which to design strategic plans to best suit their own regions. Furthermore, we must unify the International Order through global education of history on the regional level.

We are all a part of something larger than ourselves, thus expanding international involvement is a must. We need more international opportunities to ensure that **every single** member can get involved. The time to bridge the gap between the periphery and core members of BBYO is now, and we can give those girls who have yet to attend an International program a taste of what this organization can do on a larger scale.

This year, this month, this moment. Today. The future belongs to those who believe in the beauty of their dreams.

**Lindsey DuBoff, South Jersey Region  
Caucusing for 20<sup>th</sup> International Aym HaChaverot**

Every Jewish girl across the globe should have the opportunity to become a B'nai B'rith girl and experience the endless opportunities that BBG has to offer. We are B'nai B'rith Girls because someone showed us how incredible this movement is. Someone took the time to recruit us, so let's do the same for other girls.

**“Identity, Identity, who am I? A BBG.  
I am one, though only one there's so much I can do.”**

Before you stood in the center of a cheer circle, chanting those words loudly and proudly, you had to make a decision. One simple mouse click and you became part of the largest Jewish youth group in the nation. It all starts with a single decision, a decision that changes your identity from an individual Jewish girl to a B'nai B'rith Girl. It begins with membership. Without you and me, we are nothing. Together, we can involve more Jewish teens in more meaningful Jewish experiences.

Where do we start? In order to expand and grow, Teen Connection must play an essential role in our recruitment. If each Region and Council has a strong Teen Connection program with member involvement, it would serve as a rite of passage for young Jewish girls into BBG. Teen Connection also creates a valuable recruitment pool for chapter Morot. By implementing a system to ease the transition from Teen Connection to BBYO, recruitment rates within Regions and Councils would soar. Along with Teen Connection, a strong International membership campaign will foster increased membership throughout the order.

After you made the decision to become a B'nai B'rith girl, what made you come back? Retention plays a key role in the growth of our order. Engaged members recruit and inspire new members -- and the cycle continues. The opportunities and experiences that you and I are given keep us coming back. Members are actively retained through incredible experiences they cannot find anywhere else.

Commonly referred to as “the best twelve days of our lives”, many times it is at CLTC when a BBG is introduced to the power of the International order. Utilizing CLTC to educate and inspire young leaders through BBYO education will leave attendees with a newfound sense of leadership and understanding of what our organization stands for.

My sister B'nai B'rith Girls, it is impossible to know where you're going until you have figured out where you have come from. Only when a member is aware of the rich history and traditions of our movement can she truly hope to make a difference and institute change. Education is the means to deliver our history to the developing minds of the B'nai B'rith Girls. The level of education reflects the success of our order. Restructuring our curriculum will ensure that education does not end when a BBG is inducted.

*Let's grow our order together.*

With love and dedication to *our future sisters*,

I remain,

Lindsey Morgan DuBoff

Proud Candidate for the high and honorable position of the 20th International Aym HaChaverot

**Jaimie Maxwell, Kentucky Indiana Ohio Region**  
**Caucusing for the 67<sup>th</sup> International Mazkirah**

As a Jewish youth movement, we have the power to reach new heights and soar! As B'nai B'rith Girls, we are capable of expanding our order all over the world and reaching out to our communities for encouragement and help. If we want more BBG's at International events, we need to get them there; they are not just going to show up. As a youth movement, we should already be reaching out to our local communities for support and we should be finding new and exciting ways to raise money so every B'nai B'rith Girl across this order to have the opportunity to experience an International event.

The first step we need to take together is reaching out to our local communities. It is so important that we involve the people within our communities with everything we do, especially community service and fundraising. People within our communities are more than willing to help us help other people; they just need to be kept informed on all the incredible things our order is working on.

The second step we need to take is continuing the communication with each region and council, as well as the overseas chapters. We have so many awesome opportunities to communicate through Facebook, Twitter, Skype, text, e-mail, etc. If we implemented all of these methods throughout the order, it would make our movement more connected and help us grow in numbers and into different countries.

The third step we need to take is making a more effective and frequent way for each BBG and AZA to be updated on events occurring within our order. One way we could do this is to create an online newsletter, being updating bi-weekly with major events happening in our order. This could be a place where not only members of BBYO could go to be updated, but also prospective members as well as community members could go to read about the "latest and greatest" things happening Internationally throughout our movement.

As a Jewish youth movement we have the opportunities to do the unimaginable. We need to take these three steps and implement them but we can't stop there! Step one, two, and three will help our order reach new heights, but steps four, five, and six will help us soar! The fourth, fifth, and sixth steps are up to us as an order to decide and I believe that together, we can make the B'nai B'rith Girls soar into the unimaginable.

**Talia Katz, Northern Region East – DC Council  
Caucusing for the 67<sup>th</sup> International Mazkirah**

*Our BBYO language connects us.*

It brings us together to help us share our feelings, dreams, goals, and ideas.

**However when a movement grows, its language must grow and develop as well.**

*My Sister B'nai B'rith Girls,*

As we move into the 67th year of our order, it is imperative that we **revitalize our BBYO language** so that we can provide EVERY Jewish teen around the globe with a meaningful Jewish experience and ultimately build an unbreakable Jewish future.

In order to do so:

1. **We must wholeheartedly incorporate the dreams of our sisters who do not speak English into the fabric of our movement.**
  - a. We will work with the Global Ambassador Network to **strengthen relationships with our current international communities** and we will use our connections with the *American Joint Distribution Committee* to **establish BBYO in two new countries.**
  - b. Then, utilizing these ties, we will work to lay the foundation for a **Global Leadership Summit and Cultural Exchange** which will allow our international body to Stand Up! for issues of Global Importance. Twenty years ago teens from outside North America were on I-Board, let's bring them back.
  
2. **We must share our triumphs with the outside world in order to secure a future filled with more.**
  - a. We must **actively communicate with the outside world**, teaching even our youngest chapter leaders **how to write press releases and how to market BBYO** effectively.
  - b. In order to take our *Stand Up! Initiative and Community Wide Fundraising* efforts to the next level, **we must ask other organizations how we can help them and in turn they will help us.** When we donate our time to and work with another organization, we will inspire our own members and the organization will spread our name- in turn helping us recruit more members and find more donors.
  
3. **In a world of rapid, abundant communication, we must remember that the quality of our message is more impactful than the quantity of times we send it.**
  - a. Instead of talking **TO** our counterparts we must talk **WITH** them so that they will care about the future of our order as much as we do.
  - b. We must **collaborate and share resources** (i.e. releases, packets, ideas, write ups) so that we can **use our time productively** to move forward.

*Redefining our language does not mean erasing our history.*

**Rather, it means enabling a larger, more diverse group of young women to comprehend our stories and use them to write their own.**

Respectfully submitted with undying love for the language of BBYO, I forever remain,

Talia Sydney Katz

Proud Candidate for the 67th International Mazkirah

**Tara Cherwony, Philly Region**  
**Caucusing for the 67<sup>th</sup> International Mazkirah**

Five years does not seem very long, but in BBYO, five years can seriously influence someone's life. Five years can give you the opportunity to run for every board position, attend each type of summer program, and make 500 friends. It could also mean only going to five events, dropping out of BBYO to join a different youth group, and only making five friends. If I were to serve on International board, I would have three main priorities incorporated into my strategic plan.

**90% retention within every region**

Although, retention is not my job specifically, I feel as being Mazkirah it is my job to make BBYO look fun and exciting, to draw people in and keep current members interested. I would work with my PR teams to make fliers going to all types of members, and make sure BBYO advertisements are informative, but also flashy. Often times, regions see members become less active throughout their years in BBYO, but I want them to enjoy all of their years in BBYO. In order to see every region have 90% retention, I would create several surveys for regions to pass on to their members to find their interests, likes, concerns, and anything else necessary to make sure they stay in BBYO. Some ideas I have are creating new chapters for people with certain likes, and creating programs that every member can relate to. With the help of new programs, friendly people, and thorough advertisement, I guarantee we will be able to see 90% retention within every region.

**Connecting with out of the country BBYO members**

One of the newest and most exciting things BBYO has to offer is the global ambassadors network. For this part of my plan, I would try to connect with the overseas members on a deeper note and have US members get more involved. Many people know what globalization is, but they don't really have anything to do with it. Besides trying to increase amounts raised for I\$F every year, I would make sure certain regions with outstanding globalization programs and/ or raise the most money get to experience something extra ordinary. For example, teleconferences, hosting an international BBYO member in the summer or after IC, or sending a couple US members overseas with all expenses paid. I would work with the global ambassadors' and my PR team to relay information overseas to members here, so they can be more informed and become more involved in the whole globalization network.

**StandUp!**

If I were to serve on International board, I would focus a lot of my time on StandUp. I would work with the standup chairs to make sure every chapter in the international order has their own stand up campaign and make sure they are doing something with it. I would help regions/chapter to get a more hands on aspect of stand up, and make sure there are plenty of fundraisers. This is one of my main priorities because BBYO should give back to the communities that have given so much to us, and stand up allows us to do that.

**Leah Davis, Southern Region – Dixie Council  
Caucusing for the 67<sup>th</sup> International Mazirah**

*“And you can dream, so dream out loud.”*

**Make your dream come true, BBGs**—stop right now and just *dream*. Share your vision—we’re sharing ours, together. Dream out loud: share your voice and we’ll be better than ever.

How can we get our logos and our brand out to even more people? EVERYONE across the order should be able to reach out to their Jewish community effectively and easily by utilizing the BBYO brand. I will work tirelessly to ensure that marketing materials are accessible and easy to use for every member of our order. Additionally, I will work hand in hand with the PR team and make them more visible throughout the order, making their work more prominent and easy to adapt from region to region. **Branding is so vital to us** because it’s such a fantastic way to set a standard from region to region—it’s the same everywhere!

**We are a global organization!** Working together will help us to achieve the most brilliant successes. Overseas communication can be done so much better; it’s necessary that we all work together in making overseas a larger part in this organization. We need to work with the overseas leaders *constantly* in order to pursue the innovations we hold so dear. By strengthening overseas BBYO, we will have strengthened the order exponentially for we will have truly expanded our network of knowledge, leadership, and influence.

**Stand UP 4G:** bringing a new meaning to Stand UP! It’s often difficult for our Regions/Councils to put in direct, cohesive, and effective work into our Stand UP projects. Ultimately, I envision a BBG (strengthened astronomically in the 67<sup>th</sup> year) that excels in all things Stand UP. We make this possible with the 4 G’s of Stand UP 4G: Globalize, Generate ideas, Group effort, and GO. The ideas behind this newfound effort will **revive Stand UP** for BBGs everywhere.

**Gizboriot,** I envision, in the upcoming year, innovative fundraising for regional delegation scholarship funds. It is essential that each Council/Region be able to support its members in any endeavor they may dream to achieve. We want all members to be involved and active in their communities; however, the money to get involved must be available. By working intimately with each Region/Council Gizborit, I will work to ensure that each region is on their toes, **constantly executing effective fundraising.**

Your dreams will make a difference to our organization. Dream often and dream out loud, for together, we are unstoppable.

*I submit my vision of the 67<sup>th</sup> programming year with undying love for the international order of the B’nai B’rith Girls. I proudly remain,*

Leah Elyse Davis

Enthusiastic candidate for the high and honorable position of your 67th International Mazkirah

**Baylee Less, Cotton States Region**  
**Caucusing for the 22nd International Sh'lichah**

My Sister B'nai B'rith Girls,

What separates us, B'nai B'rith Girls, from other teenage girls our age? What distinguishes us? Drive. We have drive. Every single B'nai B'rith Girl has an undying passion for this organization, and works to further our movement every single day. This drive shows through the hundreds of programs planned and executed, thousands of dollars raised, the countless hours of community service dedicated, and the thousands of members recruited yearly. Our drive makes a difference in our local and international communities. These wise words were once spoken by William James, "Act as if what you do makes a difference. It does." I truly believe that B'nai B'rith Girls live and breathe this statement. This upcoming year we need to utilize this drive and take our Order to new heights.

Although we plan and execute hundreds of programs each year, we need to improve upon our Judaic programming. Jewish Heritage has the possibility to be incorporated into every single program we plan. We need to use the resources that are available to us rather than making an excuse about how difficult it is to incorporate Jewish Heritage. We now have Dashboard and Program Bank that are chop full of basic programming guidelines and ideas. Reach out to other B'nai B'rith Girls because they also have ideas! If we truly utilize our resources this upcoming year, we can tremendously redefine Judaic programming.

We also have the capability to integrate the various International initiatives into our programming. Speak Up!, our new global Israel advocacy campaign, is a perfect example. Speak Up! has the ability to genuinely make a difference for BBYO members and for Israel. If we all work together as an Order, then we will see results. We could start an Israel Awareness weekend where we would all plan and run Israeli programs. This weekend would be comparable to BBG Shabbat weekend, in a sense, because we as an Order would all be executing similar programs on the same weekend. Additionally, Israeli programming is also a form of Judaic programming therefore we would be improving upon our Judaic programming at the same time.

Finally, we need to collaborate with other Jewish youth groups. BBYO is a very strong organization; we are a movement, yet if we desire for the Jewish community to remain strong we need to reach out to other Jews around us. We should discuss with the teen leaders from other Jewish youth groups and ask what works and what doesn't work for them. We could exchange ideas, and truly work to strengthen the Jewish community around us.

My Sister B'nai B'rith Girls we have the resources, the passion, and the numbers to make a change this year. Let us utilize every opportunity we are offered to make a difference, because it will make a difference.

Submitted with undying love for the undeniably drive of the International Order of the B'nai B'rith Girls,

I proudly remain,

Baylee Read Less

**Allison Van Wye, Northern Region East – DC Council  
Candidate for 22<sup>nd</sup> International Sh’lichah**

We are a movement, a pluralistic movement made up of Jewish teens around the globe. But what does that really mean? To me, it means we are unique. It means we not only accept those who wish to practice their Judaism in different ways, but we embrace it. We are a unit composed of individuals each who bring something completely different to this organization. Our commitment to using our uniqueness to help our organization progress is what makes us a movement.

So here is my plan, here is what I want to do to utilize our individuality in order to make us stronger:

First, we build a network. All across the order, Regions and Councils are accomplishing amazing things. They are Standing Up for what they care about, Speaking up for Israel, and participating in social activism in all new ways. Their efforts are incredible, but it should not be their efforts alone. We are sisters, whether we know each other or not, and we can support each other despite the distance. When one girl is passionate, the rest of us can help her to advocate, fundraise, and work for it. One of my main priorities would be to connect Regions and Councils through their efforts, and ensure that we are making the maximum impact possible by working together.

As International Sh’lichah, I know that a big part of my job would be to work to promote International initiatives, and help integrate them in Regions and Councils. As Council Sh’lichah, I know that at first I felt like initiatives were forced, and I did not fully understand what they were or what they meant for me. However as I have worked on integrating initiatives such as Stand Up! and Speak Up! I have learned that these are not here to make my job more difficult, rather to help the members of my Council take action on their passions. If elected, a main priority of mine would be to make sure initiatives are promoted in a way that does not enhance the confusion and are understood fully by my counterparts.

We are different. We are a Jewish youth group, and we are pluralistic. However through the many facets of our organization, we often forget to recognize what unites us in the first place. Judaism. Just by being members of BBG, we have incorporated Judaism into our lives to some extent. But, is that enough? This is our chance to learn, to explore. When I am asked about my Jewish identity, I say it is unfinished. It is something that I am forming, that BBYO is greatly contributing to. So this is our chance to observe, celebrate, and learn about Judaism together. This is a main priority of mine. By implementing more Judaic activities at every level of BBYO, we are building a stronger Jewish community for our future.

My Sister B’nai Brith Girls, we are a part of something extraordinary. So now, let’s use that to our advantage.