

Dear NFTY-PAR,

Being Jewish has always been an incredibly important part of my life. NFTY and Camp Harlam have been my homes away from home for as long as I can remember and most of my closest friends have come from the connections I have formed through the Jewish religion. Although I may not remember every single program that we have done or the exact details of what happens at each event, the things I will forever remember are the connections and friends, now family, I have met through NFTY-PAR. The only way that these connections can be formed and kept throughout the year is communication. **With this said, I, Rachel Eisenman, proudly declare my candidacy for the position of NFTY-PAR Communications Vice President for the 5779-5780 year.**

Communication is the basis of any good relationship. Without it, nothing gets done. If I get the pleasure to become NFTY-PAR Communications Vice President for the upcoming year, **I would like to expand the reach of NFTY social media and outreach by making the content on PAR social media more interactive and personal.** Push weeks and promotional videos could be a very useful way to spread the word about our events. This will allow PARites, old or new, to become involved in NFTY and form connections with other participants. One way to personalize and expand social media and outreach is by increasing one-on-one communication between PARites and prospective new members. I would love to work with the upcoming Membership Vice President on executing this idea. I have found throughout my NFTY experience that social media seems to become less active in between events and increase activity when an event comes closer. **I believe that PAR's social media should stay as active as it is right before an event as it is during the rest of the year.**

Another aspect of NFTY-PAR that I believe is incredibly important is the network connections that TYG boards, regional boards, and North American board have. I have held two positions on my TYG board, Communications Vice President and now Co-President, and I have realized that there isn't much communication within the networks. Board networks are a useful resource for discussion and assistance for anybody in that network. **I would like to work hand in hand with TYGs in PAR to increase the level of activity of the CVP network during the year.** Holding Zoom meetings throughout the year could be very useful for other CVPs

By creating a more individualized and interactive approach to PAR's social media, I believe that we can create longer lasting and more meaningful connections with all PARites. By creating more frequent connections, the region will grow stronger to create a home-away-from-home for all members. NFTY-PAR has been an extremely important part of my life for the past 3 years and now it is my turn to give back to the region that has given me so much.

All the love,
Rachel Eisenman