

NFTY-PAR,

When I was younger it took a lot of courage for me to meet new people. I used to hide behind my mom and not want to speak a word. Today, because of the NFTY-PAR community, I have been shaped into an outgoing person who isn't afraid to initiate the first conversation. NFTY has given us all the opportunity to create long-lasting friendships and become better versions of ourselves. I want to highlight the magic of the NFTY-PAR community for both new and seasoned participants and help to contribute ways to better this region. **With a vision to make our region grow I, Shayna Saltzburg, am proud to announce my candidacy for NFTY-PAR's Membership Vice President for the 5779- 5780 year.** I have translated this vision through obtainable goals that I will strive to achieve throughout my term.

### **1. Build Stronger Relationships with TYGs and Their Leadership**

To begin, I will work from the bottom up. Our region relies on our TYGs; these youth groups help recruit new members and create the NFTY-PAR experience on a local level. I would want to **create a stronger connection between our region, our regional board, and the TYG boards and their respective youth groups.** I will do this by having constant communication with the MVP and the President of each TYG. I will periodically check in with them and create individual goals for each TYG to help improve their numbers.

### **2. Advocate for more Localized Pop-up Events**

Next, I will create more opportunities to connect with potential new members. I will do this by **creating more localized pop-up events for people who might attend a regional event.** These potential new participants might have questions and be scared to come to a weekend-long event and meet new people. These events will help break the ice for their future involvement in NFTY. Logically, new members will be more inclined to attend a weekend-long event after they have experienced an introduction to what NFTY is like. Pop-up events provide our region the opportunity to more efficiently recruit for regional events. For this reason, I will make it a priority to plan more of these events during my term.

### **3. Maximize Efficiency with Membership Chairs**

Lastly, I will **utilize the membership chairs efficiently** to best promote growth in regional participation. The membership chairs and I will be in constant contact and act as a team. We will collaborate to develop recruitment strategies for regional events and plan pop-up events. I hope to highlight the membership chair's position so the region comprehends that they play a crucial role in recruitment and they can be of assistance to participants at events. While it is my role to spearhead recruitment for NFTY-PAR, I am certainly not the only person dedicated to recruiting participants. By emphasizing working efficiently with the membership chairs and other members of the regional board, I hope to grow participation in regional events.

NFTY has already been a life-changing experience and has helped me grow into the person I am and will become. I am fully aware that I am not the only person with this experience and, as your Membership Vice President, I will make sure NFTY continues to leave a positive impact on the members of our community. I will work to bring the magic of NFTY to new and experienced participants through the platform I have outlined and will execute if elected. Thank you for your consideration.

B'ahavah v'kavod (with love and respect),  
Shayna Saltzburg