

**Dear NFTY-PAR,**

When I was elected to serve as your Fundraising Vice President for the 5780-5781 term, I was hopeful that life would soon go back to normal and we would be able to enjoy NFTY events in-person. I could not have been more wrong. As we have been forced to resort to Zoom calls and virtual experiences, we have lost a big piece of what makes NFTY so special, but even in a year of chaos where it would have been easier to throw in the towel, this movement survived. In a year where we all could have easily given up at any moment, we did not. In the middle of an unprecedented challenge for all of us, NFTY survived. If I have learned one thing about this region over the past year is that we refuse to give up, even when the going gets tough and it is for this reason that **I, Ezra Briskin, am beyond excited to announce my candidacy for the NFTY-PAR Presidency for the 5781-5782 term.**

Just as this past year has taught us a lot about ourselves as a movement, it has also exposed some major flaws in many areas of NFTY and none are greater than how we handle recruitment and membership. This upcoming year is going to be crucial for NFTY's long-term success, and that success starts and ends with membership. Our current recruitment system is not set up to foster personal connections, which I believe is essential for creating a lasting bond in PAR. **To ensure the long-term success of NFTY-PAR, we must adopt a bold recruitment strategy and rethink how we approach membership.** Whether or not this means more ambitious projects such as reviving Junior Youth Kallah or more continuous approaches like pitches to potential PARites, the possibilities are endless.

Our temple youth groups (TYGs) are the backbone of NFTY-PAR and it is one of the regional board's main responsibilities to support TYGs across our region. **I will ensure frequent collaboration with TYGs to craft NFTYx experiences and pop-up events throughout the year, as well as providing TYGs an expanded platform to promote their own events.** By establishing reliable forms of communications and reincorporating NFTY-PAR's newsletter, Oliver's Penn, we can continue to cultivate PAR's regional identity in partnership with TYGs. The youth groups are what drives NFTY and partnering with them to create events and programs is just one of an endless amount of possibilities for ways to strengthen each other.

Due to structural changes within NFTY, PAR joined the East Area along with 4 other incredible regions on the East Coast. We have only run a handful of area events this year but they have all been incredible. I view the East Area as an invaluable resource for PARites looking to find their Kehillah Kedoshah. **Continuing to strengthen our relationship with the East Area and providing opportunities for PARites to meet fellow NFTYites outside of our region will be a focus of mine.** PAR already has a strong relationship with NFTY-GER and NFTY-MAR due to our Camp Harlam connections but expanding to establish closer relationships with NFTY-NE and NFTY-NAR would be incredibly beneficial for all of us.

When I began my NFTY journey, I would have never imagined I would fall in love with everything NFTY has to offer. If you told 15-year-old me that I would be running to be the next President of NFTY-PAR, I would have called you crazy yet here I am. But that is exactly what makes NFTY-PAR so magical: we build leaders from the ground up and provide a unique community for Jewish teens to explore their Judaism. Over this last year, we have faced unprecedented challenges and we still have a lot of work to do but I know I am the right person for the job. NFTY-PAR: I would truly be honored to serve as your next president. Thank you.

**With love and lots of grilled cheese  
Ezra Briskin**