

Dear NFTY-PAR,

Throughout the past years, I have seen many ups and downs and have experienced both sides of NFTY. With this experience, I can say, without a doubt, that my love for NFTY-PAR has grown tremendously. I have gained so much experience and have come so far from my first HagMac. For another example, just look back at my very first graphic. My ability to choose which fonts go with which background was nonexistent. This year as your Communications Vice President my expertise and knowledge in NFTY has skyrocketed. With this knowledge I expect next year to be very different and much smoother all while learning so much more! NFTY has shaped me into the hard worker I am today, and I know that I am up to the task of another year as a regional leader. **With that said, I, Lucas Golluber, happily declare my candidacy for the position of NFTY-PAR Communications Vice President for the 5781-5782 year.**

Virtual NFTY is an entirely different world, opening PAR up to brand new opportunities. This upcoming year I want to take more control and initiative in NFTY. To do this I promise to all of you, that I will complete the following tasks: creating an accessible way to view photos from events, exploring new ways of communication, teaching prospective participants more about NFTY-PAR, and restoring connections with TYGs and their advisors.

I promise to all of you that I will find a way for everyone to access all past NFTY pictures because seeing our memories is important and brings us great joy! I aim to do this by putting photos on an accessible photo gallery website which we will then share out through our regional social media accounts. Utilizing these pictures, we also have the ability to show to prospective participants what NFTY is like and how it feels to be at an event, and show prospective participants what it looks and feels like to be at a NFTY event.

Through our platforms I will express that “NFTY” feeling to the wider jewish community. You will not have to worry about me being active on our platforms, like this past year, I will be sure to stay as active as possible putting all my effort into representing the values of our community. Finding new ways of communication is something I really want to discover because there are always new ways to reach out. **I will explore utilizing platforms such as TYG and congregational mailing lists, bulletin boards, and more.** By getting our events on these platforms we will spread the NFTY word in a new way allowing us to reach even more prospective PARites.

In order to get more participants involved in NFTY we need to focus on making strong connections with TYGs. Right now our connections are not that strong and TYGs do not have many PARticipants involved at the regional level. It is important that we showcase who we are through captivating infographics and TYG presentations. Our branding is so important because potential and new participants need to see our region at its best. These basics are extremely significant to the rebranding of NFTY and by working with TYGs we can do that. **I will create a strong connection between the board and all TYG advisors by setting up informational calls.** By having these calls advisors and board will be on the same page of what PAR needs to succeed.

As your NFTY-PAR Communications Vice President, I will bring my creative, artistic, and out of the box perspective all year. With the experience I gained this past year I know I will continue to be a strong advocate for YOU. Last year was preparation for a new year of change and as your CVP I will complete the changes you want to see.

B’Ahavah (With Love),
Lucas Golluber