

Dear NFTY NW!

I am so so so excited to be running as your next NFTY-NW Financial Vice President! From the moment I stepped off the bus at my first NFTY event, I knew that NFTY-NW was something special, and now being given the opportunity to continue to make this region a great place is incredible. From my leadership experience on my TYG board and on the NFTY-NW Cabinet, I know that I can continue to make this region a great place for all of you. In the past, I have served as MVP (2017/18), PVP (2018/19), and currently hold the position of PVP at my TYG, KHTY. Those positions have let me grow into a person I didn't know I could be: a planner, a fundraiser, and most importantly, a leader. As I'm currently on the NFTY-NW Cabinet as your Regional Shuk Manager, I've learned a few things and the most important is that NFTY-NW cannot run successfully without the hard work by your Regional Board, and I am fully confident in my skills to put in that work to continue to make NFTY happen for all of you. **With this in mind, I, Brooke Gerber-Perham, am delighted to declare my candidacy to be your 5780/5781 Financial Vice President.**

If elected to be your next FVP, my main focus and goal is to ensure that everyone can attend NFTY-NW events, no matter what their financial status is. I know I can achieve this goal by fundraising and by truly knowing the importance of scholarships at NFTY-NW. I believe that NFTY-NW is a place where everyone is welcome, and I don't want financial barriers to stand in the way of anyone attending events. By fundraising and finding ways to offer more scholarships, I know we can increase our membership at events because it will be more accessible for more people to come when scholarships are offered.

The role of a NFTY-NW board member is to foster a community in which everyone in our wonderful region has fun and feels safe and included. This can be done in many ways, some of which are inclusive programs, fun mixers, and other activities during NFTY-NW events. Specifically, an FVP needs to work to ensure that NFTY-NW members are able to come to events, no matter what their financial situation is, by fundraising for scholarships. As someone who started going to NFTY on scholarships, I fully understand the importance of this because without those scholarships, I wouldn't be at NFTY. That experience is what makes me incredibly passionate about being FVP and ensuring that others are able to come to NFTY, just like me. I have designed the merchandise of my TYG in the past, as well as planning multiple fundraisers that combined have raised over \$1,500 for my TYG in the last two years. With this experience and my knowledge of designing merchandise and planning/executing fundraisers, I know I can be successful as your next FVP.

I believe that the two most important Jewish values to NFTY-NW are Kehillah (community) and Sever Panim Yafot (kindness, warmth, positivity) because those values are what makes NFTY, and NFTY-NW in particular, very special. With these values implemented at NFTY, participants are welcomed at events and have fun. The Kehillah at NFTY-NW is what members continue to come back for. I have held multiple leadership positions on my TYG board, as well as group leading and being the NFTY NW Regional Shuk Manager so I've gotten to see

how a lot of positions work and from that I know what is needed to be a successful general board member. I understand a lot about the background of planning events and fundraisers, so I'm already confident in my fundraising and programming abilities. As a general board member, the strengths I bring to the group are being organized and committed, as well as very passionate about NFTY and the NW region. I plan to balance being a peer and leader in this region by not only being approachable but by being the first to start new interactions. I know that approaching leaders in the region can seem nerve wracking, and that's something I want to work to break. All of the leaders are just teenagers like everyone else, and so I want to interact with everyone just like that. Having this experience makes me confident in my skills to be on Regional Board.

I think the purpose of an event t-shirt is the memories that participants have when they wear the shirts. Every time I wear my NFTY-NW merch, I think about NFTY more and remember the events that I got it at. Wearing my NFTY merch makes me excited for the next NFTY event, and I want everyone else to get to feel that excitement when they wear their NFTY merch. I want to continue to make the NFTY-NW merch that you want, and I plan to do that by making surveys to see what you all want for your merch. For one of many fundraisers I've planned, last year for my TYG I planned our Parents Night Out fundraiser, where we had 24 children and 16 teens. This was a large turnout for my small synagogue, which is part of what made that fundraiser successful. The biggest factor that gave my TYG an increased revenue was that we spent less than 50\$ to put the entire event on, and made the cost of the babysitting reasonable so that more people would sign their kids up. This fundraiser was extremely successful for my TYG and we made over 800\$ to put towards programs and scholarships for NFTY. I think the fundraisers that we already have at NFTY-NW are very fun and successful, so I want to keep those traditions going. Since we currently don't have a fundraiser at Winter or Spring Kallah, I want to add a fundraiser to one of those events. I want to add a way for participants to pay at fundraisers and at Shuk with debit/credit cards, and I already have experience setting that up.

With these ideas, and my TYG and fundraising experience, I know I have the skills to be your next NFTY-NW Financial Vice President. If elected, I will work to make sure that NFTY remains a fun place for all of you, and accessible to everyone, no matter what their financial situation is. My main focus this year is fundraising to increase the amount of scholarships we are able to give and I am confident that I can be successful in this goal. NFTY-NW, I am so excited to show you what I can do if you elect me as your next Financial Vice President.

B'Ahavah,
Brooke Gerber-Perham