

Dear NFTY-NW,

I am super excited to be running to be for your CVP this year. I have been a part of NFTY-NW since my freshman year and have been involved ever since. NFTY-NW means the absolute world to me and I honestly would not be the same person I am today with it. But now it's my turn to give back to you. In the past few years, I have been on my Temple's board in multiple positions including FVP and Freshmen Rep and have been a group leader (at multiple events) and Regional Photographer. NFTY-NW has given me so much and I can't wait to give back to such a warm and welcoming community. **Therefore, I, Carolyn Goertzel, am hereby declaring my candidacy for your 5780/5781 Communications Vice President.**

I believe that the role of a NFTY-NW Regional Board member is to be able to balance being a leader and being a participant. Since I have been on my TYG's board for two years, I have learned how to make this balance happen and have seen situations where it hasn't. All of this has made me grow as a leader and know how to be an active participant. As a CVP, I believe my job should be communicating throughout the event with everyone, making connections with all the various TYGs, and keeping NFTY on the minds of all. I think I would be a good fit for this position, as I have close relationships with many people from all around our region. I have also worked closely with Gabe Levy this year as Regional Photographer, and I am also highly skilled in computer programs such as Adobe Suite and Canva. As I have held multiple different positions on TDSY's board, I have experience in multiple areas which will allow me to offer advice and help on other board member's programs or ideas. Also being on NFTY-NW Cabinet as Regional Photographer and group leading at many events, I have seen the behind-the-scenes work that is done and am confident in my ability to exceed my own expectations.

Some strengths that I have that will make me a strong CVP for NFTY-NW are that I know how to use multiple different programs such as Adobe Suite and Canva which helps me make different graphics. I've also been a Regional Photographer for the past year which has given me insight into what a NFTY CVP looks like and how to make connections inside the region. I think a big Jewish value that NFTY-NW encompasses is Kehilah or Community which can grow using the CVP position. Community is one of the biggest things that brings people back to NFTY and has made my own NFTY experience that much better. Community is the thing that keeps me coming back to NFTY each event and by broadcasting this, we can bring that feeling of community to the times in between NFTY events.

As a NFTY-NW Regional Board member, I plan on increasing communications throughout the entire year to 1. keep NFTY in everyone's mind and 2. Bring more of NFTY to more people. This will help attract more people to NFTY as if they see the fun things that we do even if they didn't go to the event, they might be interested and will more likely show up to the next one. I also believe that if I were to work one-on-one with each TYG's CVP, I could increase

communications with TYGs and get them to bring more people to each event. However, a big challenge with communication in our region is how spread out it is, and communications often don't reach Montana and parts of Canada. By using my skills in social media, and also directing contacting those synagogues, I believe that we could convince some of those people to come to a NFTY-NW event and using communications afterwards, get them to continue to come back to more events.

I also think that the Shofar can be used to keep NFTY-NW memories alive in between events. By posting it twice, once right after an event and again during outreach for the next event, it will get people more interested in coming to a NFTY-NW event and writing for the Shofar. The Shofar gives an inside scoop into what NFTY means to members of our region and what makes NFTY-NW special. In addition to posting the shofar, I want to create a video after each event, recapping the event and what happened. This will make people remember why NFTY-NW is such a special place and why they should keep coming back. Making this video will cause people to see how much fun NFTY is and will force thoughts of NFTY and their friends into their minds making them want to come to the next event. It would also be a way to get new people to show up to events.

With these ideas and more, along with my experience as Regional Photographer and working on my TYG board, I know that I can be your next Communications Vice President. I will work tirelessly to make sure that NFTY-NW is the best it can be and advertise that to the public to get more people to come to NFTY events.

Sincerely,  
Carolyn Goertzel