

Dear NFTY Northwest,

On my 12th birthday I bought my first camera. To me, it was more than just a tool- it was a medium where I could tell stories and share them with the world (also known as my 10 YouTube subscribers). Years later, I can say with confidence it has changed my life. My camera has led me to learn professional software in the Adobe Suite and to uniquely apply them to my everyday life. From CVP at TDSY to DECA presentations and school projects, these types of communications have redefined my thought-process, and I have loved every step of the way. It is for these reasons that I, Jake Harper am thrilled to be **running to be your 5780-5781 Communications Vice President.**

If elected, I will strive to increase marketing initiatives through three main focuses: **Email marketing, TYG prioritization, and further social media engagement.** I believe it is the CVP's job to cultivate and engage with members year-round to keep NFTY on people's minds and excited to come to the next event. I think my previous experiences and self-driven mindset makes me a perfect candidate to serve the community that I love.

I want to work with the MVP to send members emails leading up to events, similar to how members are currently sent a survey preceding events. My experience in website development and design will help in making the emails visually appealing and effective. This will be relatively easy to carry out and will be a vital step in marketing to members who do not have a social media account.

My second focus of TYG prioritization consists of two main sections. Firstly, I want to create a video highlighting NFTY Northwest to send to some of the "less-connected" TYGs. Not only will it show what our region is all about, but it will help us close the gap of disconnect between the smaller youth groups. The video will also be a great way to show incoming 8<sup>th</sup> graders an exciting taste of NFTY. Secondly, I want to give TYGs a secondary platform to gain traction for their events. I plan on creating a form where local CVPs can submit content to have posted on the NFTY NW Instagram story. By giving temples this new outlet, they can easily tap into a new audience and increase their attendance.

My third objective consists of social media accounts in general. I have noticed some of our accounts are less active than others and I have found that a social media management platform such as Hootsuite will allow us to solve this issue. Hootsuite can post on all accounts at once and show valuable insights that will lead to more effective content. I also plan on using my experience with tools in the Adobe Suite to create more videos and content with an overarching design theme that aligns with NFTY Northwest's core ideals and reminds members what makes NFTY so great!

Another major responsibility of the CVP is managing and creating the Shofar, the NFTY-NW newsletter released after every event. Trailing the footsteps of Gabe Levy, the current CVP, I want to use an overarching theme that progresses throughout the year. If I am elected, my theme will be the Jewish value known as "Gemilut Hasadim", or "the giving of loving-kindness". NFTY members will tell a story about this gift and how it has affected them.

Since I first stepped foot in my first NFTY event I have fallen in love with the community, and I am so thankful for all the amazing people and friends I have met along the way. I am truly passionate about this field and it would be an honor to serve as your CVP.

Sincerely,  
Jake Harper