

## Letter of Intent

A NFTY Northwest Regional Board member should be a passionate and involved member of their Jewish community. They should embody the traits responsibility, empathy, and grit. The Northwest Regional Financial Vice President should have a strength in design, problem solving, teamwork, and creating and achieving goals. They should push NFTY NW fundraisers to make events more inclusive and engaging for all participants. Responsibilities of the regional FVP include creating a financial plan and developing successful fundraisers, as well as making sweet merchandise to represent the region. As someone who has spent the last two years on the CABIT Idaho board, as MVP and as President, I feel that I have a complete and enthusiastic understanding of the obligations of being on board. Moreover, I have a strength in design and have had successful experience using Adobe Illustrator and CustomInk. Being an active NFTY NW participant from Idaho sheds a unique light on the significance of event scholarships. Oftentimes, I rely somewhat heavily on financial support from NFTY because the cost of travel from Boise is almost always equal to the cost of the events themselves. This has led to a real drive to continue to improve fundraising for scholarships in this region. Jewish teens from all over the northwest would benefit from more available scholarships to such empowering and community building events. By making events more financially accessible, we can continue to develop stronger connections with some of the less involved TYGs.

As Jews, we hold many applicable values, all of which are incorporated in NFTY NW programming. Three Jewish values that are important in this region and that I plan to further implement are *Hiddur Mitzvah* (the enhancement of or beautification of the mitzvah), *Gemilut Hasadim* (to act with loving kindness), and *Hachnasat Orchim* (hospitality and the welcoming of others). In order to further put these values to action I plan to shake up some of NFTY Northwest's traditional fundraisers by designing new smaller items for shuk at each event to promote regular acts of *zedakah*. I will push NW fundraising to be more embracing of all members by not only increasing the accessibility of fundraiser programs through cashless participation, but by making the nature of all fundraisers relevant to each and every NW member. I firmly believe that getting a card-reader for the region and by allowing parents to make donations to the region on their teen's behalf before events so teens can then use tokens to represent certain amounts of this donation during programming, will help the region to be more wholly engaged in fundraisers

Additionally, I feel that event t-shirts are an excellent way to spread the spirit of our NFTY community all year round. These shirts should represent the best parts that each Kallah brings to the table, such as the teen empowerment at Spring, the arts and outdoors at Kickoff, and social action at Winter. Event shirts should be aesthetically appealing so that NFTY NW

members *want* to wear the shirt that represents their region. I will use my design experience from making t-shirts for school and work events to create shirts that embody all of said qualities.

In the past, fundraising has been challenging. Most of the TYG fundraisers that I have been involved with are reliant upon the cost of the events or activities themselves, so it can be hard to balance raising money for our teens while still having high turn out to all activities. However, past failures have been incredibly valuable for rethinking and iterating upon fundraising plans. One of the most successful TYG fundraisers that I have been involved with was a simple bake sale after our Wednesday night religious school. Teens made their own baked goods and brought them in to sell to other congregants on behalf of CABIT. We made over \$200 that night, which was a massive accomplishment. What I believe made this so successful was the willingness of the group to each contribute something at a low cost to the overall teen budget, making it ridiculously easy to break even. On top of that, we were able to draw in the rest of the community and unite over something we all love: food. Going even further, I believe the fact that the bake sale setting was later at night and in a place where people were already getting together contributed to their interest in buying some bread. These are insights I plan to carry into regional fundraising, and implement more fundraisers akin to the annual Pancake Fundraiser at Winter Kallah.

Most importantly, I want to cultivate and foster an environment of respect and enthusiasm for NFTY NW in 2020 and 2021. One of the expectations for CABIT President is that they attend Congregation Ahaveth Beth Israel board meetings as a teen representative. This is an official seat, and therefore for the past year I have had a vote in important congregation decisions, including the official Youth Group budget. By being highly involved in our financial planning alongside our TYG FVP, I feel I have developed the ability to effectively make and execute a successful financial plan for our region. Through this experience, I have been able to see what makes teens feel excited about contributing to their TYG experience on a different level. I have a clear understanding of how making well informed financial plans all the while not letting the moving parts translate into stress, which can bleed through into the programming itself, and would only take away from the positive event atmosphere. My experience and passion for the role of Regional Financial Vice President will allow me to accomplish the goal of bolstering our region's energy and cultivating an environment of respect and enthusiasm.

## Program Summary

Fundraiser Program Name: Minute-to-Win-It TYG Olympics

Program Description: Each TYG including the unaffiliated group picks one representative to participate in the Minute-to-Win-It activities. From there we go into elimination rounds and work our way through a sports bracket. After each minute-to-win-it activity the most successful representative moves on to the next round. The members who were not selected as their TYGs serve as motivators for their representative. Motivators are encouraged to cheer on their rep and can make \$1 to \$5 donations (to NFTY) on behalf of their representative. These donations contribute to boosts for their representative, like an extra 10 seconds or an added accomplishment. Specifications of these donations will depend on the activity itself. When one representative loses a round to another, they become a motivator for their new representative and all of their previous motivators become motivators for their new rep. Ultimately, all of the members of the winning team get one little dollar store party favor or any other silly and cheap prize. The minute-to-win-it activities can include:

- Most Oreos eaten in one minute
  - Donations of \$1 can get the representative an extra 5 seconds, two given Oreos, or stop their opponent for 5 seconds. Increase in donation (up to \$5) will increase the time or amount of Oreos by one unit.
- Most laps done with an egg on a spoon
  - Donations of \$1 will get the representative one extra egg if the original egg is dropped or freeze their opponent for 5 seconds.
- Most ping pong balls in a cup in 1 minute
  - Donations of \$1 will get the representative a chance to move their cup 3 inches closer, or to knock their opponent's cup over for 5 seconds.
- Tallest cup pyramid built in 1 minute
  - Donations of \$1 will get the representative 10 extra seconds, 15 seconds of help from a teammate, or an extra cup that must go on top of the pyramid no matter running out of time.