

NFTY NW,

I fell in love with this region during my first event when I was a participant at Spring Kallah 2018. Ever since then I have savored every moment of each program, song session, service and meal. Experiencing all of these moments with my peers is the thing that makes this region so special. Unfortunately, we have seen a significant drop in numbers of participants over the past year. Yet I firmly believe that our community is still strong and will persevere into the 5780-5781 year and I hope to help curb this drop off. **This is why I, Lyn Strober-Cohen, with great passion, drive and excitement declare my candidacy for Membership Vice President for the 5780-5781 year.**

I want to be part of making sure our community is alive and thriving by helping to grow the number of attendees. As a regional board member it is a duty to be organized during your programs and help with other programs that need assistance. That help is sometimes leading a group or getting people quiet during transitions between programs or stations. As MVP, an additional job is to make sure you make yourself available and easy to talk to, as well as being high energy during the whole event. Those demands play to my strengths as a high energy and social person.

During more traditional events such as kallot and shul-ins, the MVP is responsible for among the first activities of the event: the mixer. Being the first experience, this means that it has the power to set the tone of the entire event. **Kef v'Ruach**- fun and spirit is the most important of NFTY's values because it is the base of an event. Both fusions and mixers, the two MVP ran programs, create massive amounts of **Kef v'Ruach**, if done correctly. I have written and facilitated both mixers and fusions programs, as well as volunteered for group leading for the mixer at the last two events. The mixer is crucial to the event because it is a great way to set the tone for the event and for people to make new friends and reconnect with old ones. The mixer has to be thoughtfully planned but also light, fun and not too complex. I think those are the three elements that create a successful mixer. Although **Kef v'Ruach** is important to NFTY as a whole, we have more fun and spirit when more people come to events. Unfortunately engagement numbers in TYGs and across the region are currently very low. In order to address this I have a platform that engages our biggest asset: our community.

Platform:

There are three main goals in my platform: engagement, cohesion, and inclusion. The first goal is engagement. We have had a significant downturn in the engagement on the TYG and regional level the last two years. I believe that using our biggest asset, our community, we can bring numbers back up. We will start with the engagement of our TYGs by empowering the MVPs to talk to potential participants about events and tell them their NFTY/TYG's story. The next step will be explaining to people why they should participate in their TYG's events. Part of this explanation will be telling people that it is a fun, social experience, but I think it is also important to highlight that it is an environment that is accepting and supportive of everybody. I will, on a regional level, ask the TYG MVPs to help with outreach because I think that anyone, not just regional board members, should help with outreach for regional events. I will also be creating an engagement and outreach tool kit for TYG events. In the toolkit will be tips for social media usage, elevator pitching events and pushes. I will also be creating a regional mixer bank where mixers from both regional and TYG events will be posted as reference for future events and to get ideas for future mixers. I also want to create more engagement using popup events. There are a few benefits that come with popups. The main benefit of popups is that it is time

efficient for the student and for the family while also lowering the financial impact that a full kallot could be. This also gives more opportunity for the region to be engaged by placing events at more than just one location. From Boise to Portland we can use the TYG boards to help promote and create these more sub regional but not TYG events.

My second goal is the cohesion of the two non-programmatic members on regional board. On the regional level when planning an event I intend to work with the CVP and FVP to create a cohesive outreach and social media task force designed to work together and produce the most effective outreach possible. Having the CVP, FVP and MVP all to work together on hyping up the region using social media and outreach such as using call lists, texting and creating promotional videos to share with the region. Using these tools, I believe we will have much higher attendance within regional and TYG events. This is why I also believe that we as a region need to implement the same strategy on the TYG board level.

My third goal is to work with the SAVP to incorporate inclusivity spaces into our events. These changes would include a marked quiet table during meals as well as a quiet room for people who have trouble and get overwhelmed with loud sounds or who just need a minute to feel calm. Last year there was a push to have gender neutral housing for people who do not feel comfortable in a boys or girls living situation. However, these implementations need to become a regular thing, not just on the regional level but on the TYG level as well. Implementing these kinds of inclusive spaces will deliver on the promise that NFTY NW is a safe space for everyone no matter what. If I become the MVP it would be important to me to continue expanding our inclusivity based on participants and their needs.

Over the last two years I have gotten to do so many amazing things because of NFTY including going to Texas, Wisconsin, and Vancouver, Canada. I am so excited to share my passion for NFTY NW with current participants and bring the **Kef v'Ruach** of being a part of this community to new people. I look forward to seeing what this next year holds for NFTY NW and I am so honored to be a part of this kehila kedosha.

B'ahava,
Lyn Strober-Cohen