

Carly Cohen - Letter of Intent

I believe that any member of the NFTY-NW regional board should be organized, creative, collaborative, and adaptable. Through my experience as a madricha, a member of the TDSY leadership team, and a Water1st youth board member, I am confident that I have what it takes to represent our region with these qualities. ***That is why I, Carly Cohen, declare my candidacy to be the 5781-5782 NFTY NW Financial Vice President.***

As the Financial Vice President, I would want to continue the scholarship fundraising that the current FVP, Rebecca Metzgar, has established in our region this year, as well as incorporating my own fundraising ideas to establish new traditions and revive the community we love through aesthetically pleasing merchandise.

Fundraising embodies the values of *kehila kedosha* (sacred community) by enabling our community to involve more people through maintaining the scholarship fund. Through the mitzvah of *tzedakah* (giving), current NFTY-NW members can help support these new participants by contributing to these funds through various fundraising ideas in five categories that I have come up with. These **categories include food, competitions, entertainment, merch, and experiences**. I have brainstormed ideas for fundraisers under each of them. Through these categories, I hope to maintain the fundraising traditions that NFTY-NW has already established. I will ensure the entertainment, competition, and experience fundraisers are engaging by working with the PVP.

In terms of merchandise, I believe event shirts are a unique and underrated aspect of NFTY that bring people together. Through my design capabilities that I have acquired through photoshop and visual art classes at my school, I hope to bring back the ruach (spirit) of NFTY through the connection that merchandise offers. I believe I have the capabilities to **design aesthetically pleasing merch that will satisfy the region**. I would want to work closely with the elected CVP to promote this merch, and make sure that everyone could represent NFTY both at events and outside of them.

Through my experience volunteering at a nonprofit organization called Water1st, I have gained fundraising skills and strategies that I believe will be useful if elected. Over the course of the past 4 years, I have raised over 6,000 dollars for clean water projects through Water1st, and I've learned the fundraising strategies that work and don't work. Through my 5 category plan, I believe that NFTY NW will have endless possibilities when it comes to fundraising. This year, with most of the events being online, NFTY hasn't had as many fundraising opportunities, but with these ideas, I hope to restore and add fundraising traditions for both online and in person events.

Altogether, through the 5 fundraising categories that I have established, my promise to keep NFTY-NW traditions alive, and my years of experience on both religious and non-religious boards, **I am confident that I can facilitate a financially successful year for this region and its members**. Judaism is one of the most meaningful parts of my life, and NFTY has given so much to me over the years. Through my passion for this role, I hope to help spark other people's love for NFTY through the work I would do this upcoming year.

B'ahava (With love),
Carly Cohen (She/Her)