

Dear NFTY-NW,

**My name is Jordyn Hirsch (she/her) and I am so excited to be running to be your next Programming Vice President.** I am currently a junior at Issaquah High school. From attending Sunday school at TDHS, spending my summers at camp Kalsman, to being active in both TDSY and NFTY youth groups, I have been surrounded by Judaism my entire life. I am truly passionate about programming and I would be honored to serve as your PVP again so I can make an impact on the most amazing community, and one that I hold close to my heart.

From my very first NFTY Kallah, I was deeply moved by the unforgettable community. Throughout my high school experience I have held numerous leadership roles in our Jewish community, starting as TDSY's freshman representative to my current position as PVP.

If elected, I plan on continuing the progress this region has made throughout this past year. Beyond this, I would also love to implement some new ideas which would focus on 3 overall main goals: strengthening our community through **connections**, **adapting** program styles to fit your needs, and increasing **engagement**.

**Connections** through our amazing NFTY community are so incredibly important and are very near and dear to our hearts. This past year has put a significant strain on all of our connections and our ability to make new memories. Working with the new regional board, TYG'S, and all of you, I will gear programs towards strengthening our personal connections. The power of our NFTY community is so special and I promise to write programs and events that you will never forget.

**Adapting** to change has been something all of us have dealt with over this last year. Having run countless events online, I have learned what works (and what doesn't work) with our new style of NFTY events and leadership. We did not know what this past year was going to look like, nor do we know what next year will bring. If elected, I will prioritize quality over quantity, and do my best to adapt our programming to be more meaningful.

**Engagement** at in-person NFTY events can never truly be replicated online. As your PVP, I will develop programs based on a concept called the Engagement Gradient. This is a sliding scale from 1-5 on how engaged participants can be during your program. 1 - Participants are able to zone out without being noticed (ie. a movie, a discussion, or an informational session). 5 - Participants are fully engaged and participating while also having fun with their peers (ie. interactive breakout rooms, a friendly competition, or any small group activity). I will use this gradient to ensure our programs offer a variety of engagement levels tailored towards different people's preferences.

This has been a truly adventurous year. Due to the pandemic, and switching to 100% online programs, I didn't get to do everything I wanted and I felt that I didn't live up to my Programming potential. This is why **I, Jordyn Hirsch, would be honored to serve as your next Programming Vice President for the 5781-5782 NFTY year.**

I deeply believe that Programming plays a big role in the making of our kehillah, and I promise to devote myself to give each and every NFTY-ite the best possible NFTY experience.

B'ahava,  
Jordyn Hirsch