

Dear NFTY NW,

This past year has not been easy for anyone during the global pandemic and yet, NFTY NW, you kept working. Working to make programming that inspires and brings our amazing region together while creating a sense of community for us all. ***That is why I, Lyn Strober-Cohen, declare my candidacy to be the 5781-5782 NFTY NW Communications Vice President.***

Creative programming and meaningful services help build a community, yet at its core NFTY is special because it's about the people and the connections we all have. I am running for Communications Vice President (CVP) to connect more people to this amazing region through varying social media strategies and networking. I understand that NFTY NW Regional Board is a support system for the region's Temple Youth Groups (TYGs). I plan to support the region using a combination of ***Communication and Shutaful (Partnership)***.

Communication is the foundation of NFTY NW. Currently the single biggest way in which NFTYites are given information about events is through ***NFTY NW's social media***. I plan on enhancing our social media strategy to make it even more engaging by using board takeovers, polls, TikToks and more. By creating a more engaging social media strategy we will keep people up to date and excited about NFTY. With Instagram, the main social media of NFTY NW, only followers see your posts and stories. That is why its use will mainly be for retention. I also plan to work with the Financial Vice President (FVP) to create exciting ***push weeks*** to ensure that more people are encouraged to sign up for events to retain the maximum number of participants.

Shutaful (partnership) is what I plan on using next year to help get new people informed about NFTY NW. In the last few years there has been a downturn in the number of active TYGs in our region. I plan on ***partnering with the Membership Vice President (MVP) to personally reach out to all temples in our region*** that have a less connected TYG and ask how we can help their temple get better connected to NFTY NW. Then I plan to make sure that less active TYGs participants are given information to excite them about NFTY NW by relaunching ***the shofar***. ***The shofar*** will be a monthly email newsletter written in ***partnership*** with the regional board and participants of NFTY NW. The newsletter has the intention to bring the community together by informing participants with upcoming NW events and letting participants write about their own lives. I also want to partner with all the CVPs in the region and provide social media support for their TYG through the CVP network. I plan on helping to promote TYG events via the NFTY NW social media with the help of the CVP ***network***. This year will require a lot of partnerships with people from around the region to achieve a common goal, and if elected, I will be a leading force throughout this process.

I have worked as both a NFTYx and Creative Media chair for the region this year. While also being on TDSY board for the last two years I have been given so many opportunities to work in NFTY Leadership and to work with amazing leaders. NFTY NW has given me so much and I am so grateful for everything and I hope to expand my role this coming year.

B'ahava (With love),
Lyn Strober-Cohen
(They/Them/Theirs)