

NFTY-STR Regional Board Candidate Platform Packet 2019-2020

Communications Vice President (this packet will be 3 pages)

1. What goals do you have as Communications VP for the 2019-2020 year?

I have three main goals for NFTY-STR's Communication aspect for the 2019-2020 year regarding merchandise, social media, and the CVP network:

- NFTY-STR Merchandise: I want to implement an incentives program for when participants wear their NFTY-STR gear. For example, STR participants can post a picture in their STR merch and use the hashtag #myntystmerch for a chance to win \$20 worth of "STRbucks" to spend at the next events Shuk, the winner will be chosen by random draw.
- NFTY-STR Social Media- I want to advertise events more by using TYG participants experiences through quotes to explain to others why they should attend. I would reactivate the idea of "TYG Tuesday" to help the region get to know other TYG's and what's going on within their TYG. For example, as NFTY-STR's TYG I would reach out to a TYG's CVP and get a picture of their recent event and a brief summary and post on NFTY-STR's social media accounts (Facebook, Instagram, Twitter, and even the Tent).
- NFTY-STR CVP Network- I want the CVP network to be a resource for every communications vice president to be able to use when they need help with design ideas, or help with new media platforms. I want the CVP network to freely be able to share ideas and designs with their peers, as well as ask for/receive advice when they need it.

2. Why have you chosen to run for Communications VP?

CHAT



FIVE

2019 Winter Edition!

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Meet STRSKY

Our NFTY

Mascot



Upcoming Events:

02/15/19-
02/17/19

NFTY Convention 2019
Hosted in Texas!

04/12/19-
04/14/19

NFTY-STR LLTI
Hosted in Wellington

03/08/19-
03/10/19

NFTY-STR Spring Kallah
Hosted in Switzerland

05/23/19-
05/27/19

URJ Camp Jenny
Hosted in ...

I have chosen to run for Communications Vice President because the responsibilities of a CVP fit right in with what I love to do. I love designing merchandise, designing flyers, photography, and video editing. Using my experience and my love of NFTY-STR, I believe I will be an effective CVP.

3. List what experiences make you qualified to be Communications VP.

- Current president of my TYG
- Past Communications Vice President of my TYG
- Hosting Hatikvah Kallah on November 9th-11th, 2018
- Being a madrecha for Sunday school
- Being in the Journalism club at my school
- Being on my high schools year book team

My experience as the president of my TYG as well as with hosting Hatikvah Kallah this year helped me become more outgoing and more comfortable in front of crowds. As the previous CVP of BITTY helped me understand designing merchandise, working with a graphic designer, and creating cool flyers.

As a member of my high schools yearbook team I am responsible with the creation of the autograph pages and the club pages, which has given me experience with digital design and photographing hundreds of teens with a goal of getting a picture of everyone at least once.

