

What makes NFTY MAR the greatest region in North America? It's not the food at the 4H center or the colors of our subregions or even the fact that our mascot is a moose (although all these things are pretty cool!). What makes MAR special is our community. The spirit that we have for our region, the love that we have for each other, and the passion that we have for making lasting and meaningful connections.

Shalom NFTY MAR. **My name is Karyn Schy and I am running to be your Membership Vice President for the 5779-5780 year.** Over the past year, I have had the privilege and the honor of serving as the Membership Vice President. Throughout my term, I have had the opportunity to work with temple youth groups, MVPs from other regions and to gain a new perspective on MAR membership as a whole and where the future is taking us (spoiler alert! It's a pretty great future).

Throughout the next year, I would love to take a step away from conventional regional membership techniques and move towards a more individualized approach. **Grassroots connections through TYGs and a new membership committee will allow for this concept of an individualized approach to become a reality.** A grassroots connection refers to a meaningful and personal connection; in implementation likely carried out through the membership network consisting of TYG Membership Representatives, the MSACs, 678 Chairs, and a membership committee. The most efficient way to make grassroots connections is through TYG outreach rather than mass outreach that is so often needing to be used on a regional level. However, I am highly aware that the priority of a temple youth group is the prosperity of the temple youth group itself. **In the coming year, it will have to be a priority of the entire regional board to aid in the process of strengthening our congregations** by creating a mutualistic relationship between the regional board and temple youth groups.

Providing resources to congregations will strengthen our local youth groups and therefore strengthen our region. I will **provide a mixer bank for all temple youth groups and their membership representatives to have access to meaningful, connection building programs.** Furthermore, I plan to aid the membership representatives of the temple youth groups by **providing resources for 678 engagement and education based outreach.** The purpose of this is not only to increase awareness of youth group engagement entering high school but also to increase awareness of MAR 678 events such as MAJYK and other programs that will raise the next generation of MARites. Additionally, I would love to have a 678 pop-up following MAJYK in the area that had the most registration in order to facilitate consistent engagement in the MAR community before they are eligible to attend all highschool MAR events. I would also love to continue the work that I began in investigation new scholarship opportunities for tygs and outside funding to **ensure that no one will be excluded from this amazing community due to financial need.**

The coming year will be extremely exciting for MAR experiencing the new role of pop-up events for the first time. Although it will undoubtedly be an adjustment, I whole-heartedly believe that we will be able to create a lasting impact on membership. In this new model, it will be crucial to push accessibility in making **cost-efficient, engaging, centrally located popup events.** These events will also evenly distribute the work among the regional board, the membership cabinet ( MSACs, and 678 Chairs), as well as membership oriented leaders all over MAR.

NFTY-MAR is a special region and a special community. We thrive not only off of our programs, and traditions but off of the wonderful community that makes MAR what it is. Overall the goal of any Membership Vice President is to share this community with as many people as possible so that no one misses out on this special region, community, and family. I can't wait to see what we accomplish this year, NFTY-MAR!

(Cheers) לְחַיִּים!

Karyn Schy