

Dear NFTY-MAR,

It was through the NFTY incubator at KUTZ that I learned the true impact NFTY can have on teens across North America. **I, Jesse Macklin, am running for NFTY-MAR Membership Vice President** so I can help as many people as possible meet lifelong friends, connect with Jews from other temples, fight for social justice, and be part of the welcoming MAR community.

Membership involves two prongs: recruitment and retention.

1. Recruitment - To be an effective recruiter you need innovative ideas, passion, and long tentacles. The connections I have made with Jewish educators and teen leaders are many, and my intention is to use every one of them. I can further breakdown recruitment into two buckets.

a. People who are involved in their TYG but have never shown interest in NFTY.

The main reasons these teens do not attend events are because they are not informed, not encouraged, or they do not have the finances available. To better inform inactive members of the incredible opportunities that exist in NFTY-MAR, I will work with the CVP to make videos before events explaining what to expect in a fun and engaging way. I will work with the MVP network to present these videos to TYGs and post them on the registration page. Many people do not attend events due to cost. I would like to work with the MVP network to set up fundraisers customized for each temple. One example is selling bagels and coffee before Sunday School. To enforce the belief that everyone is an MVP, I would also like to put in place an incentive program, giving both the new member and the recruiter a discount to regional events.

b. Teens who are involved in a temple but not in a youth group. In order to communicate what MAR has to offer I will work directly with the temples and educators about what they offer for students after b'nai mitzvah.

2. Retention. Once someone arrives, what will make them want to return? If I am elected I will work with the PVP to ensure that every new member leaves feeling like they are a part of the NFTY community and not an observer. New members will be greeted with a welcome packet that includes the birkat, lyrics to popular NFTY songs, our cheer, and advice from current members and alumni. When they leave events, new members will receive an immediate text thanking them for coming, asking for feedback, and advertising the next event. This text will be followed by a personalized letter when the next registration opens.

Many high schoolers are busy and sometimes overwhelmed. It is not always easy to take a school day off and go away for the weekend. However, we can help relieve some of the stress of missing work by providing "Breakfast and Books", an optional morning study group, during NFTY events. We can also attempt to plan around the standardized testing schedule. If this is not an option, we can provide transportation to and from testing centers, if we are nearby.

In short, membership equals recruitment and retention. I have ideas for both and foresee amazing GROWTH.

Thank you, Jesse Macklin.