

Dear NFTY-MAR,

Our region is truly one of a kind. Every person brings their own contribution to each event that they attend. And while everyone may have a different reason to why they started NFTY, we experience the journey together as one community. Everyone that has been apart of NFTY-MAR has left an impact on how we experience it today and everyone in the future will do the same. Today we each make our impact on the present, while we look back at the past, and plan for the future. That is why, **I, Lindsey Fleishman, am running to be NFTY-MAR's President for the 5779-5780 year**, because I want to help MAR move forward on our journey together.

I have learned that it is important to understand the past, both successes and failures, and work from it. Much of what makes our region special stems from the impact made by people before us. They made changes, continued and started traditions, and kept our region alive before we were able to take over that job for ourselves. As a region we can learn from the ruach that has kept our region thriving, while also learning to not repeat past shortfalls. While the past is important in influencing our present, we must also look to the future. As a region we need to understand where we have been in the past and where we are now, to see where we can go. After a year of positive change, I believe that we can only grow from here.

To see the success that we all desire, if elected, I want to focus on two major principles: **engagement** and **accessibility**.

Engagement: I want to make the utmost commitment to fostering membership at a local TYG level. Without temple youth groups, MAR would not be able to function effectively. In order to increase our membership locally, I want to act as a resource to all synagogues and TYG's to help create a cohesive network of leaders. I will work closely with synagogue clergy, TYG leadership, and the rest of our regional board, so that we all can work cohesively to achieve our membership goals for the upcoming year. I also want to emphasize engagement on the local scale through the reorganization of pop-up events, offering an opportunity for them to be TYG hosted, and further incentivizing these events to increase attendance locally and regionally. Finally, I want to reconstruct our past chairing system so that more leaders can be involved in planning programs like dances or big fun. This would mean implementing "mini-chairs" who would oversee fun and specialized programming relative to the particular event.

Accessibility: When focus is put on membership locally it is important to ensure that these members can get to regional events without financial complications. To do this I want to implement more incentives for regional events through the pop-up system. I also want to implement smaller fundraising opportunities into events more often, such as region wide games or pie a MARite. On a broader scale, I hope to reconstruct the website so that it properly highlights the region and is applicable to new or prospective members. If the website were to change, then promotional videos can be utilized to more greatly enhance the regional recruitment experience. Thirdly, I wish to explore different strategies to reach out to temples and participants outside of social media. This may include physical mail or improved utilization of the current

email system. In relation to communication, as a President, I would utilize the new media techniques to effectively communicate with temples in our respective area that may not have the proper information about all that we have to offer.

We are often called a “parking lot” region, meaning that no matter where we are our ruach fills the air and our possibilities are endless. This simple description is a measure of the impact we have made and the strides we are constantly making to the establish a path for future. This year, I envision that we expand our “parking lot” to be bigger, more engaged, and more accessible to all.

To accomplish the goals I wish to see, success will be dependent on hard work. If elected, I will work tirelessly to lead this region in the best way I know how, in coordination with the rest of the regional board. I will work to make events something that everyone can enjoy, while knowing the job of the President does not begin and end with events. As President, I will go out of my way to make the change we wish to see outside of our weekends together. We aren't just NFTY- MAR at events, we are a group of passionate and inspiring teens that connect the mid-atlantic all of the time.

My experience throughout my time in NFTY has taught me how to work collaboratively, communicate effectively, and work for a greater goal. I have also learned that being a President does not always mean being visibly in charge, it means working with other leaders in the region to help implement what they desire, successfully. There is something that can be said for experiencing what you are leading for yourself, and I believe that is crucially important to the success of a President.

I have been on this journey with NFTY-MAR for the past four years. I am thankful that my journey has led me to become the leader that I am today. I have seen what we can do, I have seen the progress we have made. Our journey together has a bright future, and I can't wait to see the places that we can go. *So let the journey continue.*

**Kol Tov (All the best),
Lindsey Fleishman**