

Dear NFTYites,

I am announcing my intent to run for NFTY NAR Communications Vice President for the 5780–5781 year. I am fully aware of the responsibilities of the role and am ready to take on this commitment wholeheartedly.

For the last few years, I have been a very active member of my TYG, BHGSY. I am currently serving as one of our Co-Presidents. I have worked very hard to bring new ideas and different events to engage BHGSYites. As a President, I have learned how to introduce and incorporate new ideas into current programming. If I were elected as NFTY NAR Communications Vice President, I would use the skills I have learned and apply them in all aspects of my role as CVP and as a Regional Board Member.

While a member and a president of my TYG, I have been to many events including our food tour which was co-sponsored with NAR and became one of our biggest events of the year. I also have done a significant amount of recruitment for our events and I am always trying to include other TYG's in the Brooklyn area. If I were elected, I would take these concepts and apply them to the region as a whole, working to recruit more members through using strategic communications techniques across all of our social media platforms.

I have many new ideas surrounding how NAR uses social media that I would bring to the table if elected. One idea that I have is introducing Instagram Takeovers. During these, one person or a TYG does a take over of the NFTY NAR Instagram and posts stories of what their day to day life is like, creates polls, has live Q&As, or live streams during their TYG events so people who can't go still feel engaged. This will help to engage participants throughout the region and it will inspire TYG's to run similar events moving forward.

The other idea I would implement if I was elected is to use Facebook more. This would be for things such as doing Facebook Live Streams where regional board members or people in the region could run small online pop-up events like a Sunday yoga class or a Hamantaschen baking class during Purim. I would have different board members each week who have different live streams or short videos. like having one person do a self-care day or a meditation hour.

I would also like to create a Communications Committee so that at events I could have a small group of people taking photos who would collaborate afterward in editing them, creating shareable photo albums, and writing captions for social media posts. This would give other NARites who are passionate about communications and photography the opportunity to contribute in a meaningful way.

Generally, if I was elected CVP my goals are to use social media effectively as a tool to promote events, recruit participants, and engage members of the NFTY community. I want social media to be something fun that all NARites are excited to be engaged with. I believe I would be able to achieve all of this and more if you decide to elect me as your Communications Vice President.

L'Shalom,

Zoe Mardiks