

Jamie Cotter
2017-2018 CWR Membership Vice President Candidate



My Motivation: I want to run for NFTY CWR Membership Vice President because I am always looking for new ways to help the region grow and use the skills I have developed in NFTY to help other members have the amazing experiences I have.

My Goal: Through talking with NFTYites who have been to their first event, I have become aware that many NFTYites see the experiences that can be had in NFTY and want to have these experiences for themselves. I am determined to give my all to attempt to provide members, new and old, with participation and leadership opportunities to show them the amazing memories that can be made through NFTY. By providing these opportunities I also hope to draw more members and make old members want to return.

Local Community Outreach: One of the hardest parts of being an active member in a local youth group is creating a consistent member base. As a former and current TYG Membership Vice President, I have first hand experience with this issue. I hope to lessen this issue by using my abilities as Membership Vice President to provide myself as a resource to all TYG Membership Vice Presidents and all other TYG board members. I hope to achieve this by helping to provide mixer and program ideas, ideas for how to more effectively contact local youth to ensure they know about the event and all relevant details, and by helping to recruit members to NFTY from struggling TYGs to encourage them to be more active at the local level as well.

Regional Outreach: The region has a consistently higher membership turnout than ever before, and I think that is largely due to the programs set in place by past Regional Membership Vice Presidents and their fellow board members. These past regional leaders have provided incentives such as registration milestones and early bird discounts to incentivize members to register for events. I think that these incentives should be even more publicized to encourage higher registration numbers. Along with these incentives, I think that reaching out to future NFTYites is very important. Two tools the region has to achieve this are West Coast Party Jr. for 5th-8th graders, and the Beach Boardwalk Event for 8th grader. Personally experiencing both of these events, as a WCP Jr. participant and a Beach Boardwalk Teen Leader, has provided me the knowledge of how effective these events can be, with our first event of the year having an unprecedented number of new 9th grade members. It is imperative that these events be even more publicized as well so that we can increase our amount of new members even more. I will personally reach out to Youth in the region by speaking with NFTY participants, new and old, to find out which youth groups have potential new members and to use one of my greatest assets, my cabinet, as well as local board members to reach out to these members and attempt to spark their interest in NFTY.