

BEN SHAFTON

MEMBERSHIP VICE PRESIDENT



ABOUT ME :)

1. Why am I running for regional board?
 - a. I honestly love NFTY with the entirety of my heart and want to be in a more consistent leadership role there where I can be in the position to bring others to events and doing what I call "Spreading the Love."
2. What is my favorite element of NFTY? Why?
 - a. The community at NFTY is easily my favorite part, the people here are so warm and welcoming, its impossible not to fall in love.
3. What ideas or solutions do you have to deal with new members?
 - a. A lot of the time I've heard that new members can feel a sense of culture shock at first. I would say that adding an exercise to the new member program where the new members interact with existing members and get to know them quickly in a "Speed Dating" format.

MVP QUESTIONS

1. Many small and new TYGs and JYGs struggle with reaching out to the Jewish youth in their area; what steps do you plan to take to help strengthen and build these TYGs and JYGs?
 - a. By reaching out to presidents and youth advisors of these TYGs I can facilitate bonds with them and help with member outreach (how to set up text trees, call logs, etc.), and by attending events I can act as a NFTY informant, explaining to the TYGs about NFTY and how to get involved.
2. What kinds of membership outreach programs and incentives do you plan to develop to increase attendance at regional events, and how do you plan to personally reach out to members of the region?
 - a. In the past most of what the MVP does is facilitate the new members at NFTY and try to grow our membership, but I believe that the NFTY bond should keep going even past high school. Especially with Coronavirus cutting our 2020 school year short. We would have Alumni specific events where Alumni back to certain graduation years can attend. At first these Alumni inclusive events would be virtual (cuz rona) but would eventually stem into full on Alumni events in person, when safe. (Please ask more about this at the Meet the Candidates, I have plenty more to share.)

CWR SNAPCHAT!

I want to start a NFTY CWR Snapchat account which would be used to foster a community outside of each event. We could use things like YOLO on Snapchat to ask for suggestions on what people want to see at events ranging from programs to themes, the possibilities are endless! Having a CWR Snapchat would be a far easier way to do texting trees for board members, allowing them to do mass snaps all at once, which will give them more time to plan events! Having a general NFTY CWR Snapchat will give (new) members a place outside of Instagram to ask questions about events or get involved with the community. We can also have virtual snapchat mixers pertaining to certain events to get people hyped for the event!

MUNCHIES WITH MVP

I would like to start having a bi-weekly zoom called "Munchies with MVP" while just eating lunch and chatting with whoever shows up. It would be a good time for NFTYites to ask questions about events, and have a time to talk to someone on board, or just hang out. It would not be a program heavy time, but rather a chill space for NFTYites to hang out and schmooze.