Bereshis AZA #39 Genesis AZA #2307 Nivayim AZA #2434 Solomon AZA #2444

Samuel Canham, David Plavnick, Jacob Spanjar, Danny Lerner, Brad Honigberg

MAZKIRIM

Fall Term 2010

Zach Rosen
Regional Mazkir
(414) 731-0985
wimazkir@gmail.com
AIM: rosenrosenrosen3

YOUR RESPONSIBILITIES AS CHAPTER MAZKIR

- Send out weekly chapter emails
- Take minutes (notes) at chapter and board meetings
- Create and mail chapter flyers for programs, fundraisers, etc.
- Marketing via Social Networking (Facebook, Twitter, chapter website, FourSquare, etc.)
- Create a chapter phone chain and **USE IT!**
- Create and report attendance for <u>all</u> programs on Dashboard
- **Advocate** Stand Up!
- Get everything done on time
- Lead by example
    - Attend chapter and regional events
    - Register for events before the deadline
    - Be on time
    - Attend summer programs
- Communicate with chapter advisor(s)
- Put programs on **Program Bank** that you feel should be on there
- Be a member of b-linked, support it and participate in it
- Promote summer programs throughout BBYO membership
- Work together as a board; you are <u>ONE</u> board before any position
- Make sure everyone in your chapter knows what's going on!

Remember, Mazkir is one of the keys to a chapter's success. Without organization and communication, your chapter <u>will</u> fall apart. Getting everything done and showing your chapter what you can do will ensure success!

Social Networking

Description: "Twitter is a real-time information network powered by people all around the world that lets you share and discover what's happening now." Each individual status update is called a tweet, which may contain up to 140 characters. Everything you post can be seen by anyone who chooses to follow you! Wisconsin Region AZA has decided to use Twitter to market and communicate within our region, updating on events, programs, conventions, etc.

What you have to do:

*Make a Twitter account for your chapter

*Ensure that every chapter board member has a Twitter account, and follow @wiregionaza and receive our tweets via text message on your mobile device

*Use Twitter wisely and appropriately (Staff does have the potential to see what you're doing, just like Facebook)

*Please spread the word and get your whole chapter following @wiregionaza as well!

NOTE: The chapter at the end of the term with the largest percent of followers will receive a prize/points.

Follow @wiregionaza at www.twitter.com/wiregionaza

@wiregionaza

What you have to do:

*Update your chapter's Facebook group!
*Utilize Facebook and make events to invite your chapter members to get the word out about your upcoming programs!
*Make sure your chapter members are members of the Wisconsin BBYO group
*Use Facebook appropriately; you're a leader in this organization, if you look bad on Facebook (i.e. posting inappropriate pictures), you make BBYO look bad as a whole

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Website

As the world continues to technologically advance, our region has decided to allow the creation of websites.

A Wisconsin Region AZA website does already exist and is being completed prior to the beginning of the school year! The regional website is www.wiscon sinaza.weebly.com, which includes a calendar, information on AZAA, chapter pages, regional board pages, and much more! The WI AZA website will provide links straight to your chapter websites.

Your job now is to create (if not already existing) a chapter website. (Suggest using weebly.com or any other simple web builder.)

Suggestions of what you should include:

- Chapter description and board page
- Calendar
- Links to BBYO sites such as Dashboard, b-linked, etc.
- Chapter news
- Blog
- **You must link your chapter site to the regional site**

I realize this is not an easy task, but I am always able to help you create the best website possible!

Emails

• Make sure you have an updated email list of your chapter (including chapter advisors)

• Your first email should additionally introduce yourselves, list the new chapter board, and you should say how you're excited for the term.

• Your chapter emails should include upcoming programs, important dates, etc. Follow a similar format of the regional email.

• Weekly emails should be sent after you receive the regional email

• Additionally send flyers electronically via email even if sent through mail

• Just copy and paste the regional email at the end of your chapter email

• Expect text messages as soon as the regional email is sent

• Make sure to "CC" each email to the following email addresses:

Rachael Frydman	rfrydman@bbyo.org
Benjy Keren	bkeren@bbyo.org
Michael "Rosey" Rosenberg	mrosenberg@bbyo.org
David Urintsev	wigodol@gmail.com
Zach Rosen (Me)	wimazkir@gmail.com

SAMPLE FLYER

Title of Program

(Chapter/Region # __)

PUT A PICTURE IN THIS AREA (CAN BE RELATED TO THE PROGRAM OR JUST A RANDOM FUNNY PICTURE)

What:

When:

Where:

Cost (if necessary):

SIGN UP ON B-LINKED!!

Any questions? Contact (Godol and his number) _____ at _____

or (the person's house it's at and his number) _____ at

_____ or (any other member in charge of program and his

number) _____ at _____

Phone Chain

The most effective way to communicate with someone (besides in person) is to call him or her using a telephone, mobile device, or Skype/video call. Within your chapters, you must construct a phone chain that includes a list for each chapter board member to call about upcoming programs, conventions, fundraisers, etc. You may randomly create the phone chains or do a draft with each member being picked by board members; it's up to you. Just make sure every chapter member is called and every board member does his phone chain duties. As Mazkir, whenever you want a phone chain to occur just let every board member to make his or her respective calls.

Example Phone Chain for Genesis (yes Spanjar, it's you're lucky day):

David Rechavel: Sam Hallerman, Josh Wasserman, Josh Faye
Eli Weiner: Cole Altman, Jake Rickun
David Hermanoff: Sam Cherny, Alex Jesse
Josh Greenberg: AJ Laird, Adam Kazilsky, Max Kindred
Jacob Spanjar: Noah Miller, Sam Papermaster
Adam Ziv-el: Jacob Frazer, Benji Wichman
Simon Chudnow: Robert Jasculca, Danny Waldman

BBYO Dashboard

Now that you're on chapter board, you can access Dashboard! First order of business is to make sure you have access, meaning that your username and password work. After that you're ready to use and explore Dashboard!

What you need to do:

• create every chapter program on Dashboard to allow members to register on b-linked.org

• have every chapter program approved and on Dashboard TWO weeks in advance of occurrence

• report attendance of every chapter program within three days after occurrence

Other Useful Dashboard functions:

• you can view Reports of your chapter to access every member of your chapter's name, address, phone number, etc.

To perform this action, do the following things:

1) *Click "Reports" on the left hand side of your screen.*
2) *Click "Teen Reports" (the first option).*
3) *Select the information you want to access.*
4) *Click the* *button at the bottom of the screen, third from the left.*

• you can view the current list of registered members for chapter programs

• you can search through the International Board's resources pages (the Mazkir/Mazkirim resources are very useful!)

• you can look at a list of the current chapter board and regional board leaders in Wisconsin Region (phone numbers included)