

SA/TO

LIFE



"PEOPLE DON'T BUY WHAT YOU DO. THEY BUY WHY YOU DO IT." - SIMON SINEK

Congratulations on being elected to the position of Regional Social Action/Tikun Olam Vice President. If you take this position seriously, I promise that nothing will be more rewarding. Not only will this position provide you with truly incredible friends and wonderful memories, but it also gives you the chance to truly make an impact. It gives you a platform to speak up for what is right, aid those in your community, and develop regional programming that will inspire USYers to give back. Show your region that they made the right decision by choosing you. You now have the power to motivate, energize, and excite your region about Tikun Olam. Take all of the passion and energy you had today during your election and mold it into something that influences USYers to dedicate themselves to a life of social action and integrity. If you're passionate, it will translate into the work that you do.

One of my favorite quotes claims that "People don't buy what you do. They buy why you do it." Remember that this year as you fulfill your role as SA/TO VP; remember why you dreamed of being the SA/TO of your region. What cause made you passionate about giving back? Infuse that passion into your work and tell your story. Your passion will make others passionate, too.

In addition, it is imperative that you remember that there are two parts to SA/TO: Social action and Tikun Olam. Social action includes helping others through donating our time, whereas Tikun Olam consists of all of the money that we raise throughout the year. Social action projects and ideas can come from your smart noggin', this packet, the internet, me, or anywhere else you can find them! Resources are truly endless for you. Both social action and Tikun Olam are equally important, so make sure that your region is participating in both.

I can't wait to work with you and see what kind of energy you bring into the wonderful world of SA/TO. I will be calling each of you periodically, but if you ever need anything (SA/TO resources, help planning a program, some life advice), I've got your back. Don't be afraid to reach out - I was in your position once and had lots of questions that went unanswered. Never be too shy to ask questions, even if you think they are stupid (because they're not). I want to be as helpful as I can in making this year amazing for you as a USYer and as a SA/TO VP. We can repair the world together - one small step at a time.

*One small act of kindness at a time,
Hannah Weiss
2016 International SA/TO VP*

THROUGHOUT THE YEAR, FEEL FREE TO CONTACT ME WITH ANY QUESTIONS, CONCERNS, AND/OR SUCCESSSES!

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MEET THE SA/TO VP AND THE INTERNATIONAL GENERAL BOARD



**Dani Goodman,
International Relations
Chair**

This Kung-Fu master will be serving as the liaison between USY and NOAM, Szarvas, and other international Jewish programs.



Brandon Kaufman, Chapter Resources Chair

This amazing filmmaker will be working towards creating a streamlined form of communication for chapter SA/TOs and/or chapter presidents. He will also be completely renovating the program bank.



**Jen Berenson,
"Repair Your World" Chair**

Jen will be responsible for the new program entitled "Repairing Your World" as well as revamping the 613 Mitzvah Corps club. In her spare time, she snacks on Italian food and watches F.R.I.E.N.D.S.



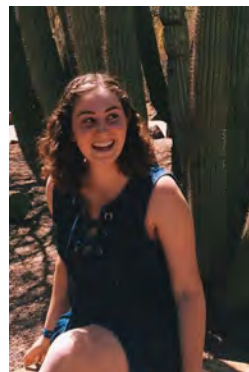
**Gabrielle Zwi,
Engagement Chair**

Gabrielle will be in charge of developing programming for Kadimaniks and summer programs as well as establishing a relationship with other youth groups.



**Jessie Goldberg,
Allocations Chair**

While she's not busy being a stage manager, she's busy creating information resources for chapters to allocate their funds, enhancing the scholarship fund, and partnering regions with charities for T.O. and social action projects.



**Hannah Weiss,
SA/TO VP**

My job is to ensure that USY not only becomes a more global organization through works of Tikun Olam, but that we are staying true to our roots and engaging local communities in social action.

2016 PROJECT PREVIEWS

These projects would not be possible without help from you, our regional counterparts. SA/TO programming will only continue to grow if you aid us in making these programs a success within your region. Keep up to date with these projects and more by following @USYSATO on Twitter and checking your e-mail regularly.

לתקן את העולם שלך - "Repair Your World"

In an effort to make USY one cohesive organization, we are instituting "Repair Your World." This program allows USYers to submit a campaign. If their campaign is chosen, it will become an international SA/TO campaign endorsed by USY. We hope to have 8-10 campaigns running at once; chapters and regions can choose which campaign(s) to support. Chapters and regions can support one campaign throughout the year, or they can run programs from multiple campaigns. It's up to you! The campaigns will be listed online with resources such as programs and social media posts.

Mitzvah Mentors

USY's membership decline can be mended with a little bit of SA/TO. Since Bar and Bat Mitzvah students are required to have a Bar or Bat Mitzvah project, USYers can help them complete it with a SA/TO twist. Chapter SA/TOs will be responsible for aiding the Kadimaniks develop and enact their Bar or Bat Mitzvah projects, introducing them to USY and SA/TO. We will be distributing a resource packet to you soon, and we expect that you will aid us in distributing it to chapter SA/TOs.

Updated Chapter Resources

The chapters are USY's foundation - we need to start social action at home. A huge problem is that chapter SA/TOs tend to need more help than we are currently providing. This year, we will be connecting chapter SA/TOs across regions, and every regional SA/TO will be making counterpart calls to the chapter SA/TOs within their region, allowing every chapter SA/TO to

feel important. In addition, we're updating the program bank and instituting a new chapter rewards system known as "Wallflowers." The Wallflower will be a poster that contains a list of SA/TO ideas and projects that should be done by a certain date throughout the year. Ideally, one will be hung in each chapter, and it will keep and Chapter Presidents and SA/TO VPs involved and on track. There will be "Perks of Being a Wallflower," aka perks that come with completing different tasks.

613 Mitzvah Corps

You will soon be able to sign up for the 613 Mitzvah Corps online through RegPack. You'll also get more rewards for joining - online seminars, programming at International Convention, access to exclusive regalia, and a few other surprises.

FUNdraising

We need to put the fun back into fundraising. One of our top priorities this year is equipping chapters and regions with the resources they need to fundraise in innovative, exciting ways. There will be a Fundraising guide distributed to you soon. In addition, people need to know where their money is going; we will be making sure that USYers are educated about the causes we support. After the allocations meeting at Fall Boards, we will be posting a Tikun Olam Report with a breakdown of where our money went.

Keep an eye out for more projects!

These are just a few of this year's highlights...stay tuned for more SA/TO surprises throughout the year.

TIPS FOR SA/TO SUCCESS: WHAT I WISH I'D KNOWN AS A REGIONAL SA/TO VP

- Part of being a SA/TO is being **outgoing** - you really need to be able to push people to give you money! You need to strike a balance between being caring and somewhat demanding. This skill takes time to master, but I'm confident that you can do it. If you need help, ask me!
- **Tell USYers where their money is going!** It makes a HUGE difference - they'll donate if they feel a connection.
- **Check your email!** It's important to respond quickly, and if you are asked to do something that you cannot complete by the deadline, say so! It's also nice to let people know you've received their email, even if they don't have a question that necessarily needs responding to.
- The chapters are truly the backbone of USY - **keep in touch with the chapter SA/TOs**. It will make everything easier for you - they'll feel important and special (a regional board member called them!) and want to participate in any SA/TO initiatives you create in your region.
- **Set T.O. goals** for each chapter based on what they made during the 2015-2016 year. Your region should have last year's information, but if not, contact me!
- Sometimes, chapters are small and can only sustain membership through social programs. If this describes chapters in your region, don't fret! **All you need to do is add a SA/TO twist to the programs your chapters are already doing**. Freshman kidnap or pool party? Teach them a bit about this year's SA/TO programs and/or whatever you're passionate about. Mystery Bus? Go to an organic garden to grab a snack or an animal shelter to play with puppies. You can explain why sustainable living or donating to animal shelters is important once you're there. Stumped and need an idea that is program-specific? Contact me and I've got you covered.
- **Delegate! Use your RGB wisely and invest in them**. If you hate delegating, remember that you are reviewing the work of your RGB anyway. You can make changes as necessary to their work, but delegating tasks to them makes them feel important. It also trains them as the future leaders of USY, and you'll bond with them in the process. By investing time into growing them as leaders, it ensures that all the amazing work you've done as a SA/TO doesn't go to waste - your RGB will have your region covered once you leave. You'll also get a ton more done if you delegate, and your RGB will look up to you for developing their leadership skills.
- Keep a Google Drive folder or binder with all your USY and/or SA/TO documents. Make lists of things to do and **set goals for yourself!** Make sure you have deadlines for yourself and are proactive about getting things done.



- Make a **timeline** at the beginning of the year with everything you hope to accomplish.
- **Tikun is spelled with one k in USY**. It is spelled with two of them everywhere else.

Fundraising Tips

- Register your region for an iGive account. When USYers and their families shop online, a portion of the proceeds from their purchase goes to your region's T.O. fund. <http://www.igive.com/welcome/lp16/cr63b.cfm>
- If you sell regalia in your region, make sure that at least a percentage of the profits go to benefit Tikun Olam. Talk to your youth director about making it happen if it doesn't already.
- Auction off the REB members to do things for other people at conventions. Whether you auction them off to carry a USYers bags up the stairs or to sing them a song goodnight, you'll make some extra cash without having to do a whole lot.
- If it's possible to have a Buy-In program at your convention, do it. Home hospitality conventions usually can't accommodate this, but if you're staying at a hotel it's totally feasible. I would recommend doing a social program: an ice cream social, a movie and popcorn, a talent show, etc. People pay a few dollars to come to the late-night buy-in program, or they have to go to sleep. You know which choice they'll make.
- Competition is *key*. Have chapters compete in a coin challenge. Before your fall convention, ask chapters to decorate a cool tzedakah box representing their chapter and to start fundraising. At your fall convention, have them bring in their tzedakah box. Whichever chapter has the most money wins a cool prize. It's a great way to get chapters motivated to begin fundraising at the beginning of the year, and it also gives them some chapter pride when they have to create a tzedakah box that represents them.
- If you have regional board meetings in person, charge REB members 50 cents each time they interrupt someone. It adds up, I promise.
- Make sure your chapters know about the program bank and the Fundraising Guide (when it comes out). It will really help them fundraise if they know about the resources available to them.