

Dear NFTY-TOR,

My first Spring Kallah, 3 years ago, I was a shy 8th grader who was amazed and enthralled the whole weekend. Although I did not talk to many people, I was aware of my surroundings and saw a lovable community through both the programming and Asefah. With every new event I went to, the more I came out of my shell and fully immersed myself in the TOR environment. NFTY-TOR has inspired a lot of positive change within me, and I would love to be a leader who helps create events and connect Jewish teens across Texas and Oklahoma.

**I, Samantha Zelling, am declaring my candidacy for Communications Vice President for the 2021-2022 NFTY-TOR Regional Board.**

Due to the ongoing global pandemic, this past year was a completely new frontier for NFTY as a whole with in-person events now moved online and the restructuring into NFTYx. Only a few months ago, a NFTY-wide merch store was launched and I would love to utilize it. My main goal is to create a general set of NFTY-TOR merchandise that is not specific to a certain event. I still plan on creating a t-shirt custom to each event, but I will also create a general line of merch specifically for branding NFTY-TOR. This can be ordered anytime, but will of course be promoted at events.

As CVP, I will be honored to record the moment by taking detailed notes in meetings such as Asefah and Regional Board. As a creative person, I am quite excited to create a multitude of graphics and promotional videos for future events under a promotion plan that I will both organize and execute. I will continue the legacy of organizing and publishing the monthly regional newsletter, NewsletTOR, started by the current CVP. Not only will I spotlight temple youth groups in the newsletter but also promote their social media on the official NFTY-TOR accounts through encouraging takeovers on the NFTY-TOR instagram by temple youth groups within the region. If we are able to have in-person events, I will create slideshows filled with pictures taken at the end of them. I am quite enthusiastic to perform CVP duties, but I am a team player who is willing to work on any additional tasks if necessary as well.

Thank you so much for this opportunity to run for CVP, and thank you so much for taking the time to read this.

Lassos high,  
Samantha Zelling (she/her/hers)