

BBYO

NOVA Expansion • Impact Grant

NOVA Council BBYO serves the Northern Virginia community by meeting teens where they are, both geographically and thematically with programming and events. NOVA Council BBYO offers leadership development, Jewish identity building, and community building for Jewish teens in Northern Virginia. With this expansion, BBYO will be able to recruit more members, start new chapters, and provide more meaningful Jewish experiences to teens and families in Northern Virginia.

Proposal

NOVA Expansion

Funding

\$25,000

Category

NOVA - Impact

Program Goals

1. Build a pipeline of younger members to create a membership (and leadership) bench.
2. Outline opportunities to connect with parents through joint programming and collaboration with other organizations.
3. Generate multiple 'win-win' scenarios for sustainable engagement with the teens.
4. Launch and sustain new chapters in NOVA (including establishing new partnerships such as Gesher).

Metrics



300 paid members by the end of FY20

Q1&2: 234 paid members

5%

increase in participation in regional events

Q1: 8% increase in participation regional events



Increase in membership

Q1: 226 Members (4 members ahead of last year)

Q2: 234 Members (12 members ahead of last year)

