

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: Year-End Reporting



300 paid members by the end of FY20
Ended with 274 paid members

5%

increase in participation in regional events
Since moving virtual, increase in attendance at local weekly/biweekly chapter meetings and



Increase in membership
Ended with 274 members and will start FY21 with 230 members (after graduations)

COVID Impact: As in Q3, NOVA BBYO has continued to use BBYO On Demand, the organization's online programming platform for local, regional, and international events. Continuation and expansion of in-person activities has been dependent on weather and local public health and safety guidelines.

