

BBYO NOVA Council

NOVA Expansion • Impact Grant

BBYO NOVA Council serves the Northern Virginia community by meeting teens where they are, both geographically and thematically, with programming and events. Central to NOVA Council's programming is a focus on leadership development, Jewish identity-building, and community building for Jewish teens in Northern Virginia. With six chapters and 255 members, NOVA Council offers a wide array of virtual and limited in person programming both on the chapter and regional level, following BBYO's COVID-19 guidelines for social distancing.

BBYO has emerged as the premier platform to engage post-bar/bat mitzvah youth. With continued support, NOVA Council 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

Renewal - 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

Metrics



70 new members
Q1: 41 new members
Q2: 48 new members



300 individuals in organizational database for the target population/geography
Q1: 270 people in organizational database
Q2: 248 registered members, 100 prospects

100

unique participants in regional conventions
Q1: 66 unique participants in regional conventions
Q2: 82 unique participants in regional conventions



5 partnerships with other organizations
Q1: 4 partnerships with other organizations
Q2: 6 partnerships with other organizations



70 attendees to multiple activities
Q1: 62 attendees to multiple activities
Q2: 141 teens to multiple activities



100 members holding a leadership position
Q1: 59 members holding a leadership position
Q2: 58 teens holding a leadership position in NOVA Council

50

members who participated in another related activity not hosted by BBYO

9

teens attending Israel summer programs
Q1: 16 teens registered for Israel summer programs

