

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. BBYO has emerged as the premier platform to engage teens in 8th through 12th grades. 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

\$15,000

Category

Renewal - NOVA - Impact

Program Goals

1. Increase NOVA BBYO membership.
2. Increase participation in immersive (overnight) experiences — local and national.
3. Elevate regional and chapter events and programming to engage more teens in Northern Virginia.
4. Utilize volunteer advisors' networks and skills to enhance programming.
5. Engage the wider Northern Virginia Jewish community in BBYO programming and events.

Metrics



108 new members

Q1: 20 new members

Q2: 8 new members



400 individuals in organizational database by quarter for the target population/geography

Q1: 500 people in organizational database

Q2: 800 individuals in the database

240

unique attendees

Q1: 98 attendees

Q2: 48 new attendees



10 partnerships with other organizations

Q1: 6 partnerships

Q2: no update



175 attendees to multiple activities

Q1: 42 teens at multiple chapter events

Q2: 54 teens have attended multiple BBYO events

85

unique attendees at regional immersive events

Q1: no update

Q2: 86 unique attendees to regional immersive events

50

attendees at BBYO summer camp programs

Q1: no update

Q2: Currently 27 teens registered to attend a BBYO summer program