

## 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 - 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  
47 new members



400 individuals in organizational database by quarter for the target population/geography  
An average of 325 individuals in organizational database per quarter

# 240

unique attendees  
204 unique attendees



10 partnerships with other organizations  
7 partnerships with other organizations



175 attendees to multiple activities  
156 attendees to multiple activities

# 85

unique attendees at regional immersive events  
100 unique attendees at regional immersive events

# 50

attendees at BBYO summer camp programs  
36 attendees at BBYO summer camp programs

