



WHERE YOUNG
LIVES TAKE SHAPE

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November 17, 2008

"BBYO builds leadership skills, inspires passion for social justice, and promotes creativity and curiosity. Selective universities seek to develop diverse student leadership communities, and a BBYO background is great training to thrive in campus life."

Larry Moneta
Duke University, Vice President of Student Affairs

Dear Admissions Officer,

As the Executive Director of BBYO, Inc., the leading pluralistic Jewish teen movement, it is my pleasure to tell you about the organization that many of your applicants may reference.

With 26,000 involved teens in North America, Europe and Israel, and 80+ years of experience, BBYO is known as the largest and most effective provider of identity-building and leadership development programs for Jewish teens. Among BBYO's 250,000 living alumni are prominent figures in business, politics, academia, the arts and Jewish communal life.

BBYO offers unique opportunities for teens to connect with one another, serve their communities, and travel the world, providing each participant with a perspective which adds value and meaning to life and a shared commitment to strengthening the Jewish future.

When you receive an application for a teen who was involved in BBYO, it means:

- **S/he cares about the world and strives to make it a better place.** Community service and social advocacy are highlights of the BBYO experience. BBYO teens raise money through dance marathons and walks and actively fight hunger and poverty in their communities. They rally against genocide in Darfur, advocate for a nuclear-free Iran, and lobby congress in support of the state of Israel. Scott Berger, a BBYO alumnus from Georgia and a sophomore at Tulane, combines coursework in service learning with personal service, regularly gutting and restoring houses damaged by Hurricane Katrina.
- **S/he knows how to lead.** All BBYO programs are teen-led, whether those programs reach dozens or hundreds. BBYO teens have planned and executed community concerts, weekend conventions, religious services, international summer programs and community service projects overseas. Frankie Shulkin, a BBYO alum from Texas and a senior at the University of Texas at Austin, is Vice President of the Student Governance Organization which serves almost 50,000 students.
- **S/he knows how to build community.** On BBYO's most local level, the chapter level, BBYO teens recruit new members and plan meaningful identity-building programs such as Mind, Body, Attitude programs for young women about self-esteem and healthy living and AZAA programs for boys about sportsmanship and team-building. In chapter meetings, teens learn grassroots planning and networking as well as how to run effective meetings using parliamentary procedure. Melanie Kantor, a BBYO alumna from Virginia and a senior at Georgetown University, started a sorority to give Jewish women a community on campus. It now has over fifty members.

BBYO provides teens with skills that do not end with high school. When they graduate and pack their things for college, they also bring these skills in community building and leadership, as well as their passion for changing the world for the better.

Please consider the significance of BBYO participation as you evaluate your candidates. Any applicant who has participated in BBYO will arrive on campus with values that will reflect well on your institution. Should you have any questions about BBYO or about a specific applicant, please do not hesitate to contact me at 202-857-6580 or mgrossman@bbyo.org.

Sincerely,

A handwritten signature in black ink that reads "Matthew Grossman". The signature is written in a cursive style with a vertical blue line to its left.

Matthew Grossman
Executive Director
BBYO, Inc.

"Top colleges seek well-rounded students who demonstrate the potential to succeed academically and contribute meaningfully to the community. Active participation in organizations like BBYO is valuable in building character and leadership skills in young people. It often makes a difference in the life of a teenager and distinguishes them as focused, goal-oriented and high-achieving."

Mark Yudof, Chancellor, The University of Texas