

BBYO Stand UP

Step 1: Community Needs Assessment

What is the purpose of a Community Needs Assessment?

- Identify the problems or issues that exist within a community
- Identify the resources that exist to address those issues
- Determine where gaps exist between the current conditions and the desired conditions within your community
- Determine where limited resources should be focused

Why is a Community Needs Assessment important?

An effective Community Needs Assessment is end-focused which means that it balances the identification of needs with solution and action-based resources that can address the needs

Scenario: My chapter shows up at the Ronald McDonald House and all the volunteer slots are filled so we are turned away and asked to come back another time. In the meantime, the food bank down the street has no help and must operate at half capacity. What could we have done to remedy this issue?

What questions should we ask about the community and society?

- What issues exist within my local community?
- Why do these issues exist? What led to them?
- What is already taking place in my community that I can be involved in?
- What billboards/commercials have I seen that have impacted me?
- What is relevant/important right now? What issues need to be addressed urgently?
- What support will lead to long term results?

What questions should we ask about ourselves?

- What issues exist within my BBYO/Chapter community?
- Has anyone close to me experienced something that I would like to address?
- Where can I have an impact within the Jewish community?
- What organizations have reached out to me?
- What resources do I possess or do I have access to in order to create change?
- What have I been involved in previously that has been meaningful to me?

Based on your answers, develop a list of issues that are current and relevant to me and my community and are in need of being addressed. Then develop a list of resources that exist to address the issues

Example: The statistics in NE Ohio show a rise the number of children and teens who suffer from hunger on a daily basis. In fact, there is a large Jewish population in NE Ohio who lives under the poverty line and suffer from hunger. Hunger is a topic of interest to me and my chapter. I recently donated money to a local Jewish food pantry that serves the population in NE Ohio living under the poverty line.

BBYO Stand UP

Step 2: Jewish Values Assessment

What are the things that are important to us?

It is important to be aware of and understand the values that affect your life. The Jewish Values Matrix is a great tool to guide you and your chapter through a values assessment. Read through the Jewish Values Matrix and consider the following:

- What are Jewish Values?
- What values do I hold personally close?
- What values does my family find important?
- What values are important to my BBYO chapter/community?
- Do these connect to any Jewish values?
- What are the values that BBYO emphasizes? (Menorah Pledge/Cardinal Principles, AZA/BBG Folds, Teen Priorities)
- What are my core values? (Values that are my “stop buttons” or values that I refuse to budge on.)

Example: *Tzedek/Justice* is a stop button issue for me. I believe that equal access to basic necessities is something that all people deserve.

Step 3: Identifying Your BBYO Stand UP Cause

Where does your Community Needs Assessment meet your Values Assessment?

Based on the list of needs and issues determined by your Community Needs Assessment and the list of core values you defined, select a CAUSE for your BBYO Stand UP Campaign.

Note: a CAUSE is different from an ORGANIZATION

Example: Hunger is a CAUSE, while the Community Food Bank is an ORGANIZATION

Example: My Community Needs Assessment led me to understand that some neighborhoods lack access to sufficient foods. My Jewish Values Assessment showed that I believe all people should have access to basic needs. As such, my BBYO Stand UP cause will focus on hunger in my community.