



Name: _____

Council/Region: _____

AZA BBG INITIATIVES ACTION PLANNING 2015 - 2016



bbyo.org/azabbg/initiatives

BENEATH THE HELMET

Beneath the Helmet is a film that follows the lives of five Israeli soldiers as they go through their military service and learn about themselves, their leadership and their country. This is a great program tool to put a face to the Israel Defense Forces (IDF) and create a sense of personal connection to Israel. You can use the full film or short clips from their Basic Training for your next chapter program!

GETTING IT DONE

1. Do you want to show the full-length film or the one of five short "Basic Training" Clips?
2. When in the next six months can you organize a viewing of the film?
Regional Convention, Chapter Event
4. What materials will you utilize when debriefing the film?
Materials can be found at bbyo.org/azabbg/beneathhelmet/

ELEVATING THE PROGRAM

1. How are you going to promote the event within the community?
2. Will you run this on a regional or chapter level?
4. What local organizations could you reach out to and invite to the viewing?
5. Who can you invite to speak at the viewing?
6. How can you use this film to engage prospective members?

BRAINSTORM BOX

BOTTLES OF SMILES

Started by two BBYO teens in Houston, TX, Bottles of Smiles supports children recovering from and living with serious illnesses. Take their minds off of treatments and surgeries with bottles filled with toys, activities and a personalized message from you. Deliver the bottles to your local children's hospital or Ronald McDonald House and spend some time with the kids – you are sure to bring a smile to everyone's faces! Order the materials through our website, and get started creating your Bottles of Smiles.

GETTING IT DONE

1. Order bottles from BBYO International Office.
2. What organizations and partners can you donate your Bottles of Smiles to?
3. What supplies should you fill the Bottle of Smiles with?
4. How can you build out a program educating members on the cause?

BRAINSTORM BOX

ELEVATING THE PROGRAM

1. How many and which chapters are going to participate in this initiative?
2. What local organizations could you reach out to for donations?
3. What local media outlets will you contact about the success of your program?
4. Are there opportunities for additional service programs when you deliver two bottles?
5. Who can you invite to your program to speak about their treatment experience?

CANTRIBUTE

Contribute is BBYO's Fall 2015 Movement-Wide Initiative. Last year, this nationwide canned food drive brought in more than 510,000 donated food items with over 15,000 participants. This year, we are excited to promote Contribute by organizing pre-screenings to Mockingjay Part 2. Further, we will be placing a larger emphasis on engaging communities to participate in the food drive.

GETTING IT DONE

1. How many cans will you personally collect? Set a goal for yourself.
2. Your Mockingjay pre-screening is a perfect first event for unaffiliated teens. How will you spread the word?
3. Start to pack your bags. What materials do you need to have on hand to be successful?
4. You only have 10 minutes before the movie starts to program. Who from your region should be at the front of the room educating others on hunger, and the difference BBYO teens can make?
5. What follow up materials should each prospect leave the theater with?
6. What is the next chapter program that prospects will be invited to?

ELEVATING THE PROGRAM

1. As a movement, we can do so much more to help those who are hungry. What will you do to get your friends to join in and can-tribute?
2. It is a week before the screening and you have 100 seats left to sell. What do you do?
3. How will you train members to be hosts at the event and welcome prospects?
4. What are the most important messages you want the prospects in the theater to hear?
5. The screening is over and you have 200 new prospects that joined you. What is your plan for follow up?

BRAINSTORM BOX

ENOUGH.

Enough is BBYO Stand UP's campaign against domestic violence and sexual assault. In partnership with NO MORE and It's On Us, Alephs and BBGs are standing up to say "enough" to domestic violence and sexual assault, recognizing that the solution begins with us. It's a declaration that sexual violence is not only a crime, but a societal problem in which all of us have a role to play. Make a personal commitment to help keep women and men safe from sexual assault by taking the pledge, use your creativity to make your own PSA or take your voices all the way to Capitol Hill. Learn the ways you can stand up with your chapter to create an environment where all men and women feel, and are, safe.

GETTING IT DONE

1. Who could you utilize to help make your PSA?
2. How will you make sure everyone in your chapter takes the pledge at <http://itsonus.org/#pledge>?
4. Which local officials could you reach out to share your stance on combating domestic violence and sexual assault?

BRAINSTORM BOX

ELEVATING THE PROGRAM

1. How will you make Enough appeal to both Alephs and BBGs?
2. What programmatic element of Enough will you focus on? (Domestic Violence, Sexual Assault, Men's experiences, Women's experiences, etc.)
3. Who can you invite to speak at your program to bring the content to life?
4. What local organizations could you reach out to and form a partnership with?
5. How will you get the word out to media outlets to bring attention to the work of your chapter?

AZA BBG GLOBAL SHABBAT

AZA and BBG Global Shabbat is a chance to demonstrate our strength. On November 6th and 7th, Alephs and BBGs from around the world will be holding Friday night, Saturday morning and Havdalah services along with Shabbat friendly programs. At each AZA BBG Global Shabbat: *A Shabbat to Remember*, a Holocaust survivor will be invited to speak and celebrate the Shabbat festivities with their respective communities. At the conclusion of the night, each community will induct the survivor as an honorary member of AZA or BBG to signify our commitment to always remembering the loss of their youth.

GETTING IT DONE

1. Do you have any connections with Holocaust Survivors in your community? If so, who? Who can you help form connections?
2. How will you reach out to Holocaust Survivors in your community?
3. How could you make the survivor induction ceremony unique?
4. Who else could you invite to your celebration?

ELEVATING THE PROGRAM

1. How will you expand Global Shabbat beyond members of BBYO? If so, how?
2. How will you utilize the presence of a Holocaust Survivor(s) to amplify the impact of the overall service?
3. What local organizations could you reach out to and form a partnership with?
4. What local media outlets will you utilize to inform of your influence?

BRAINSTORM BOX

J-SERVE

J-Serve is the International Day of Jewish Youth Service. J-Serve provides teens with the opportunity to fulfill the Jewish values of *gemilut chasidim*, acts of loving kindness, *tzedakah*, just and charitable giving, and *tikkum olam*, the responsibility to repair the world. Across the globe, teens will join each other to make their community and the world a better place. J-Serve 2016 is in partnership with Repair the World and Youth Service America, and is generously underwritten by the Charles and Lynn Schusterman Family Foundation.

GETTING IT DONE

1. What are the needs of your community?
2. What organizations are already working on your cause that you could partner with?
3. How will you include Jewish learning in the day?
4. How will you reach out to elected leaders in your community to do service alongside you?

ELEVATING THE PROGRAM

1. How will you promote J-Serve to your community to incite attendance by both BBYO and non-BBYO Members?
2. How can you do this service work with the community you are helping instead of for?
3. What service sites will give you an opportunity to build relationships with those you are serving with?
4. How will you engage non-BBYO teens in J-Serve?
5. What local media outlets will you utilize to inform of your influence?

BRAINSTORM BOX

LEAN IN

Founded by COO of Facebook, Sheryl Sandberg, Lean In is focused on encouraging young leaders to pursue their ambitions, and changing the conversation from what we can't do to what we can do. Learn how to be a strong leader in your community and empower the women in your life to be bold, not bossy. Create a Lean In Circle with your chapter to gain insights and skills to help you become the leader you've always wanted to be.

GETTING IT DONE

1. When is an ideal time in the calendar year to host this program?
2. What supplies do you need?
3. What is a good venue for this program?

ELEVATING THE PROGRAM

1. This is a great program to invite adults and other stakeholders to! Who should you specifically engage?
2. How can you be sure that every BBG and Aleph understands the importance of Leaning In?
3. This program teaches how to be a better leader. What should you do to relate Lean In content to both BBG and AZA?

BRAINSTORM BOX

MARATHON MADNESS

Marathon Madness, the Spring 2016 Movement-wide BBYO Stand UP initiative, brings Jewish teens together from around the world to support causes they care about and make a difference through the power of community, while having a lot of fun! It has never been easier, or more fun, to make a difference. Be there!

GETTING IT DONE

This year, Marathon Madness is focusing on the idea of marathon meaning an extended program with a philanthropy component.

1. What type of marathon would be most successful in your region?
2. List two ideas for Marathon Madness programs besides a dance marathon or color run.
2. What cause would you raise money for in your region?
3. How will you raise money?
4. What is the next chapter program that prospects will be invited to?

BRAINSTORM BOX

ELEVATING THE PROGRAM

1. What could have been better in your Marathon Madness program last year, and how will you fix it?
2. How will you incorporate individual's sponsorship into your two new ideas?
Ex: sponsors donate 5 dollars per individual's strike in a bowling marathon)
4. What local organizations could you reach out to and form a partnership with?
5. How will you train teens to be hosts at your Marathon Madness event?
6. After the event, you have lots of new prospects. What is your plan for follow-up?

STUDENT TO STUDENT

Students everywhere deserve the tools necessary to succeed in school and beyond. Support students in your local community by donating supplies to their classrooms. Books, pencils, notebooks, rulers—you name it, they need it! As you kick off another school year, spend time with your chapter learning about the achievement gap and what you can do to ensure that every student has an equal opportunity to succeed.

GETTING IT DONE

1. What areas or specific schools in your community could you support with supplies?
2. How can you identify the needs of the students at that school?
2. How will you educate teens on the importance of equal opportunity and closing the achievement gaps?
3. Where will teens drop off the supplies?

BRAINSTORM BOX

ELEVATING THE PROGRAM

1. What is your plan for getting teens to donate supplies?
2. Do you have any connections to anyone in local school districts?
3. How could you expand Student to Student beyond your chapter and BBYO?
5. Are there local organizations or companies who could donate supplies?
6. Can you create additional volunteer opportunities with the students you are donating to?

TASTE OF BBYO

Inspired by the JDC, Alephs and BBGs across the International Order, Taste of BBYO encourages your chapter to learn about Jewish communities and BBYO chapters around the world through their unique cuisine. Enjoy what we all love (food!) through a BBYO Cookbook filled with your recipes, ISF fundraiser ideas and much more! Bring this small taste of the global Jewish community to your next chapter event!

GETTING IT DONE

1. When is the ideal time in the year to host this program?
2. Which recipe(s) and/or area(s) you're going to focus on?
3. What ISF fundraisers could you incorporate in the book?

ELEVATING THE PROGRAM

1. How could you scale the program to regional, council or chapter level?
2. How could you going to make this a large scale community event?
5. How can you engage stakeholders in your program?
(Ex: parents, partners, donors)
5. How can you engage international teens in your program?

BRAINSTORM BOX