

BBYO Connect / Activities and Indicators / Fly-In, Washington, DC

BBYO Connect Goal: Offer a progressive menu of programs that serves as a growing pipeline into BBYO, leading 6th, 7th and 8th graders from the bar/bat mitzvah to a BBYO high school experience.

Activity #1: Empower AZA/BBG teens to recruit for BBYO Connect through regional and chapter outreach and to help facilitate the transition to AZA/BBG membership.

Indicators:

Hold training sessions on strategies for BBYO Connect recruitment and transition to AZA/BBG (for example at: LTI convention, chapter meetings, and regional board meetings)

Raise awareness around the importance and identity of BBYO Connect for AZA/BBG members, the regions and the Jewish community by developing an 'elevator pitch'

Establish BBYO Connect leadership positions within AZA/BBG by expanding the role of the *Morim* or developing a new chair or regional board position focused on BBYO Connect.

Circulate lists of potential Connect participants to chapter and regional leaders to promote events

Encourage chapters/regions to integrate BBYO Connect participants into targeted AZA/BBG chapter, regional and community programs

Implement guidelines to assist AZA/BBG leadership in planning activities for the Connect audience

Develop and promote Connect awards that recognize excellence in recruitment and programming

Activity #2: Develop a consistent menu of quality social, service and Judaic programming that meets the distinct needs and interests of each Connect grade and moves participants toward continued involvement during high school.

Indicators:

Develop a consistent and timely calendar with a diverse program mix, including both small and large-scale events, as well as opportunities for social, service and Judaic experiences at least once a month

Offer grade-specific programs to target Connect participants at different ages, recognizing various interests, levels of maturity and life skills

Offer or refer service projects for Bar/Bat Mitzvah teens and parents

Utilize the Jewish holidays and Shabbat to add Jewish content to program experiences

Activity #3: Engage parents to provide leadership and support for BBYO Connect recruitment, community and stakeholder networking, brand stewardship and program supervision.

Indicators:

Identify and engage 'influencer' parents in the BBYO Connect program through parlor meetings, focus groups or one-on-one conversations

Develop a Parent Committee for BBYO Connect to assist as chaperones, donors, marketers and community networkers

Hold informational parent meetings throughout the year – at start of school, in the spring and in January (for 8th grade parents)

Run parent-focused activities simultaneous with BBYO Connect programs (such as Melton Mini School, Judaic experience with DJE, or community leader keynote)

Activity #4: Integrate BBYO Connect into international initiatives including J-Serve, AZA/BBG Shabbat, Stand UP, and Speak UP to develop a connection to the Jewish teen movement.

Indicators:

Create BBYO Connect targeted marketing for international program initiatives

Invite middle school students in planning and/or participation in international initiatives through simultaneous and/or integrated chapter and regional programs

Message the value of membership at signature events during the year, with focus on 7th and 8th graders

Engage AZA/BBG leaders in marketing, facilitating and following-up Connect events that align with international initiatives (for example: leading a Speak UP Israel program at the synagogue middle school)

J-Serve

Offer a BBYO Connect/middle school family service project

Position J-Serve as a B'nai Mitzvah class teen/parent service project in partnership with local synagogues

Partner with camps to engage their BBYO Connect alumni in J-Serve as summer reunion/kickoff event

AZA/BBG Shabbat

Engage AZA/BBG families with Connect-aged siblings

Co-sponsor a family/grade BBYO Connect Shabbat for teens and parents in partnership with a local synagogue

Stand UP/Speak UP

Offer b'nai mitzvah service credits for participation in Stand UP/Speak UP volunteer activities

Coordinate a community-wide service fair specifically targeted to b'nai mitzvah families

Partner with community around spring events celebrating Israel's independence with outreach and marketing for middle school families

Forge connection or bar/bat mitzvah 'twinning' between local and global middle school teens through Skype and video chat

Activity #5: Build and maintain strategic community partnerships with summer camps, synagogues, JCCs and other local agencies.

Indicators:

Identify Jewish and secular strategic partners in the community and develop working relationships and projects

Share BBYO Connect calendar with community agencies serving the middle school audience

Recognize partners on BBYO Connect calendar and all publicity (as appropriate)

Invite agencies to partner around community-wide events such as AZA/BBG Shabbat and J-Serve

Develop all-access middle school community 'pass' that offers services such as drivers' education, Red Cross lifeguard training, JCC membership, Kaplan coupons and summer camps tuition discount

Partner with independent community rabbi to help unaffiliated middle school students with Bar/Bat Mitzvah preparation

Activity #6: Implement print and digital marketing strategy that publicizes events, inspires peer-to-peer marketing, shows the vitality and consistency of the program, and strengthens the BBYO Connect brand.

Indicators:

Develop annual Connect marketing plan

Engage Connect parents to help publicize events via email, Facebook and social media

Create regional BBYO Connect Facebook page that posts event information, networks parents, shares photos and encourages dialogue

Include Connect activities and highlights in AZA/BBG communications (e-news, regional calendars, mailings and regional websites)

Mail Connect brochures and calendars at the beginning of each semester

Capitalize on post-event marketing and networking via Facebook, sending photos and press releases, and writing thank-you notes to parents and families

Congratulate bar/bat mitzvah students with a hand-written note and invite them to participate in Connect

Share Connect video at parent information night

Include BBYO Connect Facebook page link and twitter in standard email signature