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Why join BBYO?

In order to be successful with recruitment, we need to identify the reasons some Jewish teens join and others do not.

- How do high school teens learn about BBYO?
Sample answers: Media, Relatives/Family Tradition, Friends, Jewish community activities, BBYO Partnerships (camps, federations, other Jewish Youth groups)
- Why are high school teens joining BBYO?
Sample answers: Desire for brotherhood/sisterhood, Service and leadership opportunities, Staying involved in the Jewish community, Social interaction
- Why are they not joining BBYO?
Sample Answers: Stereotypes (drugs, alcohol, hazing), Too many commitments, Financial burden, Too much social not enough service and Judaic aspects, Don't understand the benefit or values of the organization, Parent hesitation, Too much or too little Judaic aspects
- What makes AZA and BBG unique?
Sample answers:
AZA and BBG is the largest Jewish teen movement worldwide.
AZA and BBG are like college fraternities and sororities (yet, appropriate).
Founded 88 years ago, AZA and BBG are historic prestigious and growing.
A chance to meet boys and girls, from all over and AZA and BBG are continuing to grow, we have grown from 15,000 to 36,000 since 2004. There is nothing growing faster in the world than AZA and BBG for Jewish teens.
Gain a network of alumni and peers that span the planet. With 250,000 alumni in congress, business, the media, the Jewish community and more.
Teens call the shots – plain and simple. With few limits, we do what we want to do. You can do things with us you can't do anywhere else.
AZA and BBG does a ton of service, advocacy and philanthropy, but it's all fun and on our terms.
AZA and BBG is open to EVERY Jewish teen in our area. You'll never find a group of [guys or girls] more welcoming and inclusive than AZA and BBG.

Identifying the answers to these four questions above is vital in the context of recruitment. Make sure you have thought about these answer in the context of your chapter/council/region.

Common Roadblocks

We all run into similar issues when talking to potential recruits. Let's identify the common roadblocks

Be sure the following are included:

- Finances
- Too busy
- Parents don't want me too
- Stereotypes (drugs, alcohol, hazing)
- Too Jewish
- Not Jewish enough

Finances:

- Scholarships are available on a local, regional, and international level
- You choose what you want to come to so as not to over burden you financially

Too busy:

- You choose what to attend so as not to be overwhelmed
- Give examples of other teens who are involved in many clubs/teams/ etc. and also are involved with BBYO. Suggest they talk to those teens.
- It offers an opportunity to become skilled at managing time that will be beneficial for future endeavors.

Parents don't want me too:

- We have professional staff and adult volunteers who can speak with your parents and dispel any issues they may have.
- Other parents have also been willing to talk to new member parents.
- We have a Parent 101 seminar led by our staff, volunteers, and teens to answer any and all questions they may have.

Stereotypes:

- BBYO has a zero tolerance policy with regards to drugs and alcohol. That does not exist in the culture of this organization and we are proud of being a part of an organization that offers so much more than just a social escape with other teens.
- Emphasize the social action, service, money raised and positive community involvement to give evidence to the positive aspects of BBYO.

Too Jewish

- We are a Jewish organization so it is definitely a part of who we are and what we do. We do not however demand or require any member to participate in anything they do not want to.
- A great part of BBYO is that we are pluralistic. This gives an opportunity for our members to interact and grow as a Jewish teen by learning from fellow Jews and the diversity of Judaism that exists within BBYO.

Not Jewish enough

- We promote and uphold the practices and traditions of Judaism and many things that we do. Give examples of what your Chapters/Region does.
- Mention practicing Jews that are members of the Region/Chapter. Introduce them and prepare the member to discuss his/her experience as a practicing Jew in BBYO.