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*"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 for Student Affairs*

Dear Admissions Officer,

The above quote is offered by BBYO alumnus and higher education leader, Larry Moneta. It refers to the programs offered by BBYO, a pluralistic youth movement focused on developing the character and confidence of Jewish high school students through experiences aimed at building leadership capabilities and values.

I have had the pleasure of serving as the organization's chief professional officer for more than a decade and have seen firsthand the ways in which BBYO members grapple with challenges facing their communities while taking ownership of the solutions needed to build a better society. I have seen so many of our alumni like Larry Moneta, Facebook COO Sheryl Sandberg, Dallas Mavericks owner and businessman, Mark Cuban, and others lay a path for our teens to follow and, undoubtedly, that path leads through an experience in higher education.

As you review applicants to your institution, you will come across teens who refer to their BBYO experience. Those who reference their leadership experiences in BBYO will share some of the same characteristics, including:

- **BBYO members know how to lead.** BBYO programs are teen-led, so participants quickly learn how to inspire their peers. BBYO bases its leadership curriculum on "experiential democracy," encouraging teens to stand up for what they believe in, build coalitions, set goals and facilitate meetings. It is no surprise that we find so many members in positions of leadership on college campuses and in society.
- **BBYO members know how to build respectful, forward thinking communities.** Throughout their experience, BBYO members are asked to understand and respect their differences as they explore common values. They take pride in the welcoming and inclusive environment they create in their gatherings and in their initiatives to promote a more civil society.
- **BBYO leaders care about the world and strive to make it a better place.** Programs focusing on service and advocacy are common in BBYO and are rated by our alumni as highlights of their experience. In the past year, BBYO teens have responded to disasters, supported the fight against hunger and poverty, and stood up to bullying.

I hope that you will consider the significance of a BBYO experience as you evaluate candidates for admission to your institution. I am confident they will become valued members of your community while on campus, and representative of those you will proudly call alumni as they go through life.

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,

Matthew Grossman  
Chief Executive Officer