

October 2024

Dear Admissions Officer,

As you review candidates for the upcoming academic year, you will likely see participation in BBYO reflected in the applications of many of your prospective students. BBYO is a faith-based, youth-serving organization, which engages tens of thousands of Jewish teens across 63 countries in activities that develop character, hone leadership skills, and build community.

Teens who achieve leadership positions in BBYO are elected by their peers after undergoing a rigorous process that challenges them to stand up for what they believe in and think critically about the ways in which they can contribute to the BBYO Movement. This experience, as well as others they may have at BBYO's various programs, encourages them to explore their strengths and weaknesses as they seek to better understand the true meaning of leadership. BBYO's approach to leadership development, known as "experiential democracy," is time tested. Its efficacy is seen in the tens of thousands of BBYO alumni who take on powerful roles on campus and in their communities, including Mark Cuban, Sheryl Sandberg, Marc Benioff, and many other leaders in business, the public sector, and philanthropy.

BBYO also prepares young people to be good citizens. Specifically, members learn how to communicate with each other, respect each other's differences, and find common ground when needed. Recent programming has focused on building skills that promote respectful discourse in addressing complicated, polarizing issues; lessons that are more relevant than ever when applied to the task of building community on campus and in society in general.

The challenges faced by Jewish communities worldwide have underscored the importance of building safe and supportive environments for young people. As colleges and universities continue to face disruptions associated with world events, many Jewish students have felt unsupported as they look for places where they can feel safe while engaging in meaningful dialogue about complex topics. BBYO leaders understand the tensions on campus and are not afraid to take guiding roles in activities that strengthen communities when and where there are willing partners. Ultimately, BBYO alumni are exactly the type of individuals that institutions of higher education want on their campuses.

Thank you for considering these exceptional young leaders as they apply for admission. 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