

October 2025

Dear Admissions Officer,

As you consider candidates for the upcoming academic year, you will undoubtedly come across applications referencing BBYO—a faith-based, youth-led organization engaging tens of thousands of Jewish teens across 65 countries. For over a century, BBYO has been a place where young people grow into capable, curious, and compassionate leaders. I am writing to offer some context on the BBYO experience, and why students who are part of this movement bring so much to college campuses.

BBYO's foundation is *experiential democracy*, a model that places teens in the driver's seat, empowering them to make decisions and lead their peers. Whether organizing a community service initiative, planning a weekend retreat, or facilitating dialogue on complex topics, our members are developing the real-world skills that today's college students—and tomorrow's changemakers—need, shaping them into empathetic and socially aware citizens.

This year, BBYO deepened its commitment to helping teens navigate an increasingly divided world shaped by global crises, political polarization, racial tensions, antisemitism, and ongoing conflict in the Middle East. In response, our members stepped up to lead critical conversations, often before others were ready. At a time when colleges across the country are seeking students who can bring people together in a respectful exchange and exploration of ideas, BBYO leaders are emerging as bridge-builders. As one member put it:

"BBYO inspires me every day to make a difference. As I've grown as a leader, I realized how important it is to reach out and engage others—doing so can fundamentally change someone's life and shape the world for the better."

While I can't speak to the merits of every individual applicant, I can say with confidence that BBYO alumni are the kind of students who enrich campus communities and bring leadership and purpose to the spaces they enter. Should you have any questions, please don't hesitate to contact me at mgrossman@bbyo.org or (202) 857-6580.

Sincerely,



Matthew Grossman
Chief Executive Officer