

October 2022

Dear Admissions Officer,

BBYO is a faith-based movement of tens of thousands of teens from over 60 countries focused on developing the character and leadership skills of Jewish high school students. We use a leadership model rooted in “experiential democracy,” where members gain skills in planning, diplomacy, and cooperation. Through their time in BBYO, teens develop these skills as they focus on projects that strengthen communities, help people in need, and promote individual learning and growth. When it comes to the impact BBYO has on young lives, I offer this quote from BBYO member Carola O.:

“BBYO has helped me find myself. In these important adolescent years, an organization like BBYO gives us meaningful opportunities to discover our strengths, face our difficulties, develop leadership skills, and participate in new experiences. As I’ve gotten more and more involved throughout high school, I found that BBYO has changed my life in exponential ways.”

You will likely receive several applications referencing a “BBYO experience” and, as the organization’s CEO, I want to share with you what that means as it relates to the applicants you are considering.

- **BBYO members know how to build respectful, forward-thinking communities.** Throughout their experience, BBYO members are asked to embrace and respect their differences as they seek commonality in their approaches to the world. They take pride in creating welcoming and inclusive communities and in their many initiatives to promote a more civil society.
- **BBYO members understand how to problem solve through dialogue.** Our society needs leaders who are willing to listen to one another in order to address the major challenges we face. BBYO teens are trained to proactively solve problems—rather than waiting for others to do it for them—through consideration, curiosity, and collaboration.
- **BBYO members 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 played leadership roles in their schools and communities, taking on issues that they care most about.

I believe these characteristics, which you will find in many BBYO alumni, will serve your campus community well. The new ideas born within the world of higher education can only truly be fostered by communities that are tolerant, caring, and inquisitive; these are the very values of BBYO and represent why our participants will be invaluable members of your esteemed institution.

Thank you for taking the time to better understand BBYO and its participants. While I certainly can’t vouch for every applicant you review, I can say with confidence that a BBYO leader is the kind of student you want on your campus. 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