



# PARENT ENGAGEMENT TOOLKIT

**LET'S PARTNER TO BUILD A BBYO PARENT COMMUNITY AND ENRICH OUR TEENS' EXPERIENCE!**

Parents are BBYO's most important partners and best advocates for our teens. In fact, parents are the reason 23% of Alephs and 15% of BBGs went to their first BBYO program! We encourage you to boost your involvement in BBYO using the ideas in this toolkit that will help us forge a strong parent community while also expanding membership, fundraising and partnerships. Please reach out to your local staff or [bbyo\\_parents@bbyo.org](mailto:bbyo_parents@bbyo.org) to get started!



## SUPPORT PROGRAMMING

### **Offer a Space for Teen Programs**

- Share your home to support chapter programs and meet your teen's friends and parents at the same time.

### **Collaborate with Teens on Family Programs**

- Coordinate with teens to create joint parent/teen events, including sharing Havdalah, Shabbat dinner, brunch or a trivia game night.

### **Coordinate Parent Gatherings at Conventions and Community Events**

- Bring local parents together to meet, mingle and build community across chapters while teens are enjoying their own programming.

### **Engage Parents through Speaker Events**

- Use your network of local leaders to identify engaging speakers for parent events coordinated with BBYO staff.

### **Volunteer at Movement Moments**

- Offer to help – and recruit other parents to join you – in supporting staff at conventions and other large-scale events.



## GROW MEMBERSHIP

### **Leverage your Network and Social Media Platform**

- Send personal emails and post on social media to promote BBYO among local Jewish parents using [these template messages](#). Also help BBYO reach new families by referring them through this [online form](#).

### **Be a List Hunter**

- Provide BBYO with contact lists approved for sharing from your synagogue, day school, teen sports teams and other organizations. Additionally, ask these organizations to publicize BBYO events and share our [referral form](#).

### **Welcome New Parents**

- Volunteer yourself or create a parent committee to welcome new families to BBYO and share your conversations with staff to identify prospects for parent involvement and fundraising.

*"We often see that the teens who have the most positive experiences in BBYO have parents who are actively supporting their leadership journey and truly understand the impact of our movement." - Jenna B., BBYO Senior Regional Director*



## DRIVE FUNDRAISING

### Identify Giving Prospects

- Collaborate with local staff to identify prospective donors and strategies for outreach.

### Host a Parlor Meeting to Raise Funds Locally

- Invite friends and targeted community members to an event in your home featuring teen and parent testimonials to raise awareness about BBYO's impact and financial needs.

### Support #givingBBYOday

- Volunteer to support [#givingBBYOday](#) by becoming an ambassador, using template language to email your network, forwarding a note written by your teen and hosting a teen-led phone-a-thon.

### Recognize Honor Society Donors

- Recognize BBYO Honor Society members who donate \$1,800 or more each year by creating a special event that features a dynamic speaker along with teen testimonials.

*"I believe in BBYO's mission so much that I continue to be a BBG advisor and work on parent engagement in SJR so that other teens can have the same opportunities and experiences that helped my son grow into an incredibly independent young man."*  
- Barbra W., BBYO Parent Advisory Council Member



## BOOST PARENT LEADERSHIP AND PARTNERSHIPS

### Form an Active Parent Leadership Committee

- Work with regional staff to identify parents who have hosted events, have active teen leaders or have voiced interest in becoming involved to develop an adult leadership committee focused on boosting parent engagement.

### Develop a Parent Champion Program with Representatives from Each Chapter

- Collaborate with regional staff to appoint a parent Champion for each chapter who will promote movement initiatives and parent engagement opportunities to chapter parents while also supporting new family recruitment.

### Forge Organizational Partnerships

- Contact leaders in your local Jewish community for their help in sharing BBYO's mission with other Jewish organizations to build partnership opportunities for membership recruitment and financial contributions.

*"I am grateful for the wide range of opportunities presented by BBYO for my daughter to grow as a Jewish teen, from local chapter programs, to regional events, to the international programs in which she has participated, including multiple summer programs and International Convention."*  
- Alan G., BBYO Parent Advisory Council Member and BBYO Michigan Region Commissioner



Scan here to learn more  
about the  
Parent Advisory Council!

