

Building Our Membership & Strengthening AZA/BBG/BBYO Connect

AZA/BBG, BBYO CONNECT TOOLBOX

Int'l → National → Regional → Council → Chapter → Teens: All/BBYO Connect

70% (Min.) Retention + Calendar Spikes + 2 (Flex) Members A Month + New Chapters = Growth

THE 5 STEPS

The 'Membership Mile' Formula
Set, Reach, Re-Set Chapter Benchmarks
Go To Them: Start New Chapters
AZA/BBG Own BBYO Connect
Engage Everyone, Everywhere

THE 5 CONDITIONS

Our Product is More Than Worthwhile
Environment is More Inviting Than Any Other
Reputation is Positive, Proud and Well Positioned
Fulfilling/Rewarding Holistically
Each Member/Teen is a Part of the Bigger Picture

Position BBYO Connect/Chapter/Council/Region as THEE Jewish Teen Experience

- During recruitment seasons (early fall, early spring, 8th grade in-take, rush weeks, etc.), **have a program schedule that rolls-out intensively over a short time-frame** offering numerous opportunities of all kinds that appeal to different segments of teens, appeals to different interests, and makes your BBYO Connect, Chapter, Council/Region look organized, edgy and well-run
- Create a big image for your BBYO Connect/Chapter (or C, R):
 - Have existing membership wear recruitment t-shirts to school
 - Utilize influential alumni in community organizations, synagogues, press
 - Provide fun give-a-ways, free/affordable first-time experiences, attentive follow-up systems by upperclassmen, incentives for consistent and quick returns
 - Launch a bold social action or community service initiative to gain visibility
 - **Be what the community is talking about (positively!)**
 - Year-round recruitment works! Teens are busy at the popular recruitment times ... you'll appeal to more teens at less competitive points of the year

Know Your Audience, Program to Your Audience, Put your Audience on Stage

- When recruiting a member or extending an event invitation, **listen first**; find out their interests, hear what they're looking for and find the relevant offering and use that as the 'sound bite' you lead with in promotion
- **Find parallel opportunities for them to enjoy BBYO**; if a program relative to their interest doesn't already exist, recruit them to help create it – they'll be bought in before joining
- Remember that every new member will have friends with similar interests that may not be on your radar; **hook them, have them hook their friends**

Don't Recruit for BBYO Through a Regional Goal; **Embrace the Chapter Framework**

- Set **benchmarks** for Chapter memberships
- Show how **united Chapter achievements** of goals build the overall Council/Region
- Take the Regional goal and splice across the Chapters; **on-going, year-round, Chapter-focused recruitment** will lead to sustained membership success

Make the Numbers Digestible, Attainable and Real to Your Alephs and BBGs

- Seeking 12 new recruits in one term may seem daunting, but building a program calendar over 6 months to invite prospective teens to each Chapter program is simple.
- **Plan in increments!**
- Have the ability to grow quickly and effectively, but need a strategy? Delegate ownership and responsibility to leadership/motivated teens:
 - Break the Chapter goals down by specific grades, schools, camps, etc.

CELEBRATE SUCCESSES! Momentum must be felt and shared by everyone involved; it's contagious.

RECRUITMENT STRATEGY HINTS

The actual strategy of building a strong recruitment process isn't simple. It involves the buy-in of the Chapters, the region leadership, advisors, staff and the community. Strategies vary across Chapters, regions and even members. *Each constituency "sells" the program differently.*

Strong Traditions Keep Chapters Strong; Make Sure They Are The Right Ones

Chapter traditions are a great way to recruit members that are seeking the fraternity and sorority feel of AZA/BBG. Traditions are programs and rituals that make 8th or 9th graders feel important, and part of something bigger than themselves. That said, **acknowledge that not all traditions are relevant to today's teens/today's parents/today's community** – as much as you may cherish a tradition, it may be hurting your Chapter/C/R more than it's helping. All traditions in all contexts modernize – traditions lose their appeal when they're no longer relevant.

Competition & 'Collective Identity Building' Can Help to Recruit New Members

Positioning your Chapter's reputation of friendship and program excellence so that it simply attracts new teens should be something all communities strive for. Be sure to make Chapter spirit, gear, and positive-identity building traditions a priority in your AZA/BBG cultures back home. Tangible feelings they 'belong' will bind members to AZA/BBG meaningfully.

Summer Program Participation

Your Chapter should be sending members to summer programs every year:

- It ensures continuity of leadership standards, intensive BBYO involvement and will guarantee smooth transitions from leadership class to leadership class
- An ideal goal should be that 1/3 of your Chapter attends summer programs
- Chapters/Councils/Regions that have large summer attendance are stronger locally and have extensive appreciation for being a part of an International Order
- It's never too early to start recruiting for summer programs
- **You have to feel a part of the Movement to be a passionate, committed part of it**

Retention is a Must

Current members and upperclassmen are constituencies that deserve equal attention:

- **Create benchmarks so members have things to look forward to over time.**
 - Possible leadership routes, program opportunities, and summer experiences
 - Members must have new experiences each year throughout the 5-year cycle
- **Upperclassmen must feel valued beyond positions or they'll find other high school-related roles to fulfill.** Roles and responsibilities validate the time they invested early on; they must have more of a purpose than simply driving younger teens
- **Widen Accessibility Points:** The best way to maintain member involvement is through consistent and significant empowerment opportunities; initiate AIT/MIT Boards, create chairpersonships, delegate program coordination to different members for different programs, build interest-specific clubs or committees, etc.
- **Develop a culture of Chapter membership beyond holding positions.** Not everyone will want to hold a position – or ultimately get to. Make sure the Chapter environment is inclusive for everyone and isn't contingent on having established roles to have a say.

BBYO Connect is now serving 10,000+ middle school students on an annual basis. These are teens that, for the most part, are having positive experiences with BBYO already. The rate of transition from BC to AZA and BBG is *far from where it should be!* **AZA/BBG own BBYO Connect.**

- Create Regional/Council BBYO Connect Representatives, Positions, Chair People
- Attend BBYO Connect events (with AZA/BBG representatives from every Chapter)
- Add it to Position Portfolios at the Chapter, Council, and/or Regional level
- Create special 8th grade Kickoff/transition programs that lead to AZA/BBG excitement

***The only regions to grow significantly over the last 5 years have strong, vibrant and exciting BBYO Connect programs with AZA/BBG buy-in and positive community reputations.**