

Top Ten Movement Building Techniques

AZA, BBG and BBYO Connect - A Movement with Momentum

1/ Achieves your organizational goals. A Movement is not something you do in addition to running your organization. If properly structured, building a Movement will achieve your programmatic goals, increase and engage your audience, and build your brand identity simultaneously.

- **Goal: BBYO will be the world's leading pluralistic Jewish Movement, convening and connecting 6th – 12th graders of all backgrounds who will become inspired to live Jewish lives while making a difference in the world. BBYO prides itself on fun and meaningful teen-led programming, its responsibility to the global Jewish community, an unwavering commitment to the State of Israel, and its dedication to *tikkun olam* – repairing the world.**

2/ Ensures a Big Idea guides you. In building a Movement you are forced to have a Big Idea that people can quickly and easily convey to others. Though this may require some planning at first, being guided by a Big Idea will ultimately be a great investment because it will allow your message to cut through the clutter of today's crowded media marketplace.

- **BBYO's "Big Idea", as outlined above, should be used to guide every program you plan. Once the "Big Idea" is well understood at the core of the Movement, it can be used consistently to attract potential new audiences that might not have otherwise been attracted to BBYO.**

3/ Takes advantage of today's communication. With nearly ubiquitous access to the Internet, a cell phone in everyone's pocket, and the growing importance of individuals such as bloggers as an information source, communication is key. Movements — with their exciting "Big Ideas" that people enjoy talking about — are perfectly structured to take advantage of today's communication mediums.

- **Create a Facebook group focused on spreading the Movement's philosophies. Pick a universal Movement day/dates for every BBYO stakeholder to use the "Big Idea" as his/her status. Utilize B-linked. Check Dashboard and the Field Blog. Don't fight it; embrace Twitter. Post to YouTube. Crowdfund on Flickr. Be strategic about e-mail. Hang on Google+. Upgrade your texting plan. Healthy Movements are fluid and the conversation never stops.**

4/ Earns media attention. What do you get when you combine a "Big Idea", lots of discussion, and a growing group action? A great news story; and if it is properly managed through careful messaging and conscientious follow-up, media attention will be one of the best free gifts you could hope for in advancing your Movement's visibility.

- **If your "Big Idea" is big enough, it will garner the attention of the press. The overarching themes of pluralism, leadership, and 6th – 12th graders answering a community's needs are exciting to a wide audience, and will help get out the word to attract new members. News, photography and video that is generated by the teens will be covered even more widely.**

5/ Reaches beyond audience's filter. Faced with an overwhelming barrage of advertisements, people have become adept at ignoring interruptions such as TV commercials, banner ads, or telemarketers. A Movement, however, with its word of mouth discussion, its online buzz in blogs, Facebook, Twitter and YouTube, and its news stories, is perfectly geared to reach beyond your audience's filters.

- **Implementing Step 3 is important, but ineffective if it goes unnoticed. It does not matter what your flyer says if no one reads it. Creating a "Big Idea" that illustrates your goals – an idea that can easily be conveyed and understood and that's distributed in bold, multi-faceted way on various platforms (viewers need to see something 6 ways to remember it) – will draw new constituencies to you.**

6/ Automatically shifts perspective. If you were instructed to build a Movement, as opposed to market a brand, chances are that you would approach the tasks differently. Similarly, when your organization begins to think of itself as building a Movement, it will begin to approach its daily tasks differently. This simple perspective shift will lead to healthy changes in your strategic planning, your marketing, your media outreach, and nearly all realms of your efforts.

- **The BBYO brand is a tool you should use to convey the “Big Idea”. Upon seeing the logo, your parents, friends, community members, all Jewish 6th – 12th graders, should instantaneously know about BBYO, what it stands for and what it offers. Leverage it. Grow it as an image that is seen everywhere throughout your community. Rethink the ‘swag’ your giving away in your communities: how can your teen gear build an ‘AZA/BBG/BBYO Connect is EVERYWHERE’ effect.**

7/ Provides Better Service. This perspective shift doesn’t require better customer service; it makes it natural. When an individual stops being a customer and begins to be a partner in creating your Movement, the way you (and your staff) treat them naturally changes. Mass attention to each individual (regardless of how many individuals join the Movement) is an absolute necessity.

- **Thinking globally, by using the “Big Idea”, you will create the Connect, chapter, council, regional and international programs that will target the 6th – 12th graders in your area based upon their interests and wants. These efforts will keep the BBYO experience competitive versus all other 6th – 12th grade temptations and priorities.**

8/ Builds an Army of Advocates. Movement Advocates are people who are so excited about your “Big Idea” and the positive change you offer that they voluntarily tell others about your services or products. Powerful movements cultivate loud Advocates, and these Advocates recruit more and more people to the movement.

- **The bigger the Movement, the broader the impact and the more meaningful the experience, the more Jewish 6th – 12th graders that will ultimately be motivated to make BBYO their vehicle for social involvement, extra-curricular time, and to make a difference. Over time, these 6th – 12th graders will expand the core of the Movement, actively advocating it and spreading news about it wherever they go to whomever they interact with.**

9/ Reaches WAY more people. Shouting from your soapbox is no competition for an Army of Advocates talking to their friends, family, and coworkers. A Movement with its multiple lines of communication and ability to cut through your audience’s filter will reach more people and grow participation far more than traditional marketing, hands down.

- **Bottom line: The more varied and targeted your programming, communication, and recruitment strategies are, the more 6th – 12th graders you will connect with and attract to AZA/BBG and BBYO Connect. We don’t have to be everything to everyone, but we do need to make sure everything we’re offering is accessible to everyone. Our communities need to be adaptable to accommodate whatever interests and focus areas new constituencies want to contribute through to feel ‘ownership’ and ‘investment’ in the BBYO universe.**

10/ Prepares you for the future. Building a Movement establishes a network of people who are interested in your organization, what it offers, and what it does. Most importantly, they have told others about you already and they will do it again. It is this powerful network that will both enable you to grow and will continue to grow with you into the future.

- **We all know that Connect and AZA/BBG membership is the key to BBYO’s trajectory and vital to the future of the Jewish community. A strong BBYO Connect program leads to a larger pipeline that provides more members and yields a bigger pool from which to draw leaders and quality teens. In turn, this strengthens the Orders we all love. Expand far and wide to bring the best of the Jewish community’s future to BBYO, and to bring the best of BBYO to the rest of the Jewish community.**