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Dear Admissions Officer,

As you undertake the task of reviewing college applications for the coming year, you will surely begin to notice applicants who refer to their BBYO experiences. BBYO is a faith-based youth movement of over 21,000 members, focused on developing the character and confidence of Jewish high school students through experiences aimed at building leadership capabilities and values. I'm writing to underscore the impact these experiences have on our alumni, and how well-suited they are to emerge as successful leaders in a higher education setting.

I have had the pleasure of serving as the organization's chief professional officer for more than a decade and have seen firsthand the ways in which BBYO members grapple with challenges facing their communities while taking ownership of the solutions needed to build a better society. Many of our teens will share with you the positions they have held within the organization, but more important is the commitment so many of them have during their high school experience to leading programs, building capacity, and bringing out the best in themselves and their peers. There are many values our teen leaders share that would make them excellent additions to your student body, such as:

- **BBYO members know how to lead.** BBYO programs are teen-led, so participants quickly learn how to inspire their peers. BBYO bases its leadership curriculum on "experiential democracy," encouraging teens to stand up for what they believe in, build coalitions, set goals, and facilitate meetings. It is no surprise that we find so many alumni in positions of leadership on college campuses and in society.
- **BBYO members know how to build respectful, forward-thinking communities.** Throughout their experience, BBYO members are asked to understand and respect their differences as they explore common values. They take pride in the welcoming and inclusive environment they create in their gatherings as they promote a more civil society.
- **BBYO members care about the world and strive to make it a better place.** Programs focusing on service and justice are common in BBYO and are rated by our alumni as highlights of their experience. In the past year, BBYO teens have responded to disasters, supported the fight against hunger and poverty, and stood up to hate and discrimination.

I cannot overstate the impressive roles our teens continue to take year after year; I am confident they will become valued members of your community while on campus and representatives you will proudly call alumni as they go through life.

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,

A handwritten signature in black ink that reads "Matthew Grossman".

Matthew Grossman
Chief Executive Officer