

October 2019

Dear Admissions Officer,

As you begin reviewing college applications for the coming year, I hope you'll start to notice many applicants referencing their experiences in **BBYO**. As I've had the pleasure of serving as the chief professional officer of this faith-based teen movement for over a decade, I'm reaching out to highlight some of the many reasons BBYO alumni are well-suited to emerge as engaged and esteemed participants within your university's educational and cultural community.


Reaching nearly 70,000 teens across 51 countries, and with a rich history spanning close to a century, BBYO has a long-standing and far-reaching impact on the lives of young leaders. I refer to them as "leaders" because that is truly what the members of our organization are—capable leaders who have been empowered to take a seat at the table and an active hand in creating opportunities for themselves and their peers. There are many values our teen leaders share that would make them excellent additions to your student body, such as:

- **Active leadership:** Our teens learn how to shape programming, build connections with others, and develop the skills needed to make positive change in a changing world. 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 of our alumni in positions of leadership on college campuses and in society.
- **Respect and open-mindedness:** Throughout their time with us, BBYO members are asked to understand and respect their differences as they explore common values. Our inclusive community is paramount, and teens this year have been especially focused on making sure diversity, mental health and wellness, and safe and open spaces pervade.
- **Interest in bettering the world:** Programs focused on service and justice are common in BBYO and are rated by our alumni as highlights of their experience. Time and again I've witnessed our members channel their skills into outreach for the underprivileged, opportunities to educate and inspire, and experiences shaped to spur conversation and action surrounding issues they care about.

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