

<b>PHASE</b>	<p><b>PHASE I –</b> <i>Adjusting to the New Reality</i></p> <hr/> <p>Initial daily uncertainty about how society will function. Quarantine causes major economic disruption leading to a new way of life. Work and education now conducted out of the home and freedom to gather put on hold.</p>	<p><b>PHASE II –</b> <i>The New Reality</i></p> <hr/> <p>Travel is limited and people only gather in small groups. Work and school disrupted with activities conducted digitally, at home and onsite. Job loss and economic uncertainty impact spending capabilities. Social unrest/change leads to additional uncertainty.</p>	<p><b>PHASE III –</b> <i>Rebirth</i></p> <hr/> <p>People are comfortable traveling and can begin to gather in larger groups. Schools and workplaces can function similarly to pre-COVID-19. Economy starts to recover. People are craving human connection and group activities.</p>
<b>PLAN</b>	<p><b>GREATEST LIGHT 1.0</b></p> <hr/> <ul style="list-style-type: none"> <li>• Understand and secure our financial picture</li> <li>• Fill every summer bed</li> <li>• Provide teens with compelling opportunities to connect digitally</li> <li>• Provide confidence, empathy, direction and laughter to the team</li> <li>• Show the world that being connected to BBYO is invaluable</li> </ul>	<p><b>GREATEST LIGHT 2.0</b></p> <hr/> <ul style="list-style-type: none"> <li>• Bring reimagined summer to life</li> <li>• Prepare to gather</li> <li>• Find, train and inspire leaders to build the movement</li> <li>• Embrace the issues of the day</li> <li>• Take care of our teens and each other</li> <li>• Work with others to strengthen our future</li> </ul>	<p><b>GREATEST LIGHT 3.0</b></p> <hr/> <p>Strategic Plan</p>

## **PHASE**

### **PHASE I –**

#### *Adjusting to the New Reality*

Initial daily uncertainty about how society will function. Quarantine causes major economic disruption leading to a new way of life. Work and education now conducted out of the home and freedom to gather put on hold.

## **PLAN**

### **GREATEST LIGHT 1.0**

- Understand and secure our financial picture
- Fill every summer bed
- Provide teens with compelling opportunities to connect digitally
- Provide confidence, empathy, direction and laughter to the team
- Show the world that being connected to BBYO is invaluable

## **PHASE**

### **PHASE II –**

#### *The New Reality*

Travel is limited and people only gather in small groups. Work and school disrupted with activities conducted digitally, at home and onsite. Job loss and economic uncertainty impact spending capabilities. Social unrest/change leads to additional uncertainty.

## **PLAN**

### **GREATEST LIGHT 2.0**

- Bring reimagined summer to life
- Prepare to gather
- Find, train and inspire leaders to build the movement
- Embrace the issues of the day
- Take care of our teens and each other
- Work with others to strengthen our future

## **PHASE**

### **PHASE III –**

#### *Rebirth*

People are comfortable traveling and can begin to gather in larger groups. Schools and workplaces can function similarly to pre-COVID-19. Economy starts to recover. People are craving human connection and group activities.

## **PLAN**

### **GREATEST LIGHT 3.0**

- Strategic Plan