

**“From the greatest darkness comes the greatest light” (taken from Job12)**

**#GreatestLight Plan – BBYO Management Plan, 3/13/20**

### **Understand and secure our financial picture**

*We are going to get a complete understanding of our financial picture, share it transparently with our team and stakeholders and use it to **secure cash in a timely way.***

- Assess balance sheet based on different scenarios (summer, donations, events in general)
- Understand when challenges might occur so that we can address them
- Secure cash from our funders
- Share this information transparently with key audiences
- Build budget scenarios for FY21

### **Fill every summer bed**

*We are going all in on summer – filling every bed we have – so that we can secure our financial position, be good partners to our vendors, energize the movement and **make teens feel great.***

- Design massive marketing and recruitment effort – show families that summer camp is the best
- Determine ways to make families comfortable with financial outlays
- Ensure our camp partners and environments are prepared for health and wellness needs
- Present programming that is out of this world

### **Provide teens with compelling opportunities to connect digitally**

*We are going to temporarily transition from an event driven organization to a connection driven organization by utilizing our creativity and talent to **connect Jewish teens across the globe.***

- Utilize BBYO On Demand to capture data, elevate the BBYO brand and strengthen partnerships
- Leverage digital activities to improve core teen metrics (summer, membership)
- Leverage expertise and resources from across BBYO (teens, staff, advisors, alumni, partners) and partners to continually innovate digital activities

### **Provide confidence, empathy, direction and laughter to the team**

*We are going to make our colleagues **find calm, meaning and inspiration** through BBYO – no matter what might be going on in their lives.*

- Consistent, thoughtful and empathetic communication
- Reasonable work expectations that take into consideration childcare and health responsibilities
- Games, contests, and celebrations
- Put BBYO colleagues in position to support each other (kids tutoring each other, online games, medical support, etc.)

**Show the world that being connected to BBYO is invaluable**

*We will use this moment in time to fine tune our messaging, focusing on the value we offer and the fact that **we care about people**.* Provide teens with compelling opportunities to connect digitally

- Develop our customer service capabilities
- Fine tune communications around empathy, opportunity, connection and value
- Refine what it means to be a global organization dealing with a global crisis