

# THE GUIDE TO PROGRAM EXCELLENCE

**\*OFFICIAL PACKET\***



**EVERYTHING YOU NEED TO PLAN A  
SUCCESSFUL PROGRAM AND IMPLEMENT  
THE DEGREES OF PROGRAMMING**

Edition 1

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# PROGRAMMING 101

## THE FEATURES TO YOUR PROGRAM

**ABOUT THE FOLDS:** These folds exist to ensure that AZA and BBG programming is thorough, diverse in nature and promotes the intellectual, emotional, physical and spiritual growth of its members. The folds were not created to serve as a menu, but rather a checklist. A truly excellent program will encompass some of each fold, and it will further embody the attitude that each program is meant to bring something new to the lives of the members of BBYO.

**FULL FOLD PROGRAMMING:** Full Fold Programming is the method of intertwining folds in order to create substantial, flowing programs. The more folds utilized, and the more complex the event plan, the smarter and more stimulating the activity will be. Don't use folds in pieces, but rather, overlay them and bake them together so that all of the folds utilized are felt throughout the experience.

### The FIVE FOLDS of the Aleph Zadik Aleph (AZA FOLDS)

**From the AZA Member's Manual/Blue Book:** While the opportunity to socialize with other Jewish teens is a large component of AZA, the diversity of the programming is what makes the experience so unique. Activities at all levels are built around five programming areas, called folds. The five folds are athletics, community service/social action, education, Judaic, and social. These folds are often combined to create more dynamic programming.

#### ATHLETICS

Sports in AZA have always been vital to the building of brotherhood and fraternity. Many councils and regions throughout the Order compete in several different sports. Not only do AZA chapters among the Order compete in sporting events, but also participate in games and athletic-based programming. (See AZAA on page 5)

#### COMMUNITY SERVICE/SOCIAL ACTION

In accordance with Jewish tradition, AZA emphasizes the values of *tikkun olam* (repairing the world) and *tzedakah* (charity). Community service can entail a wide range of hands-on activities that involve direct service to those in need. Social action involves mobilizing and educating members to address problems that exist in society, and it requires a group not only to learn about these issues, but also to do something about them. AZA encourages members to take an active role in the community around them.

#### EDUCATION

Through AZA, Alephs are challenged to learn about things beyond themselves and the borderlines of our Jewish faith. Through educational programming teens learn material that broaden our knowledge and give each individual Aleph a new understanding about the world around them. Education also entails teaching members the traditions of AZA.

#### JUDAIC

Judaic programs bring a unique, spiritual aspect to life in AZA, seeking to develop an understanding of, and appreciation for, the religion and culture of the Jewish people. Through programming in the Judaic fold, we not only learn about our denomination of Judaism, but also about the ones around us, and about the branches that other members practice. Also, creative Jewish programs incorporate the popular culture of today, as well as traditional Jewish rituals.

#### SOCIAL

AZA chapters sponsor and participate in a wide variety of social programs, often with BBG chapters. While there is nothing wrong with simple social programming, it is important to be creative and use the fold in the proper proportion and to combine this with other folds for effective, meaningful programming.

## **The SIX FOLDS of the B'nai B'rith Girls (BBG FOLDS)**

**From the BBG Member's Manual/Red Book:** The diversity of BBG programming is what makes the experience so unique. Activities at all levels are built around six programming areas, called folds. The six folds are Jewish Heritage, Community Service, Social Action, Recreation, Creativity, and Sisterhood. These folds are often combined to create more dynamic programming.

### **JEWISH HERITAGE**

Judaism is our common bond. Programming is an integral method to help girls understand and appreciate Judaism. Judaic programming may center around traditions, prayers, culture (song/dance/food), Israel, values, and Judaism in pop culture.

### **COMMUNITY SERVICE**

BBG emphasizes the value of *tikkun olam* (repairing the world). Community service can be either direct or indirect, including either hands-on service (direct), or participating in service without necessarily coming into contact with the community being served (in-direct).

### **SOCIAL ACTION**

This fold aims to educate members about the world around us, and various challenges facing the global community. Social action also includes advocacy, speaking up for issues that affect our members. This programming should be meaningful and interactive.

### **RECREATION**

Recreational programming is about moving, getting active, and having a blast! Almost any program can incorporate recreation. MBA (Mind/Body/Attitude) is a sub-fold of recreation and addresses many issues relevant to our lives as teenage girls such as body image, self-esteem, and eating disorders.

### **CREATIVITY**

The fold of creativity urges members to express themselves and their opinions in new, interesting and relevant ways in order to make a greater impact and is often paired with other folds.

### **SISTERHOOD**

Sisterhood is not just a fold; it is the essence of the BBG. Sisterhood teaches us about the role of women as well as how we can support each other as sisters. Sisterhood programs build enthusiasm and dedication for BBG.

## **5 TEEN PRIORITIES**

**The 5 Teen Priorities are goals and an overall vision for our movement to work towards and reach. The priorities should be an integral piece of programming, either accomplished within the actual program, or achieved through the impact of the program.**

1. Grow Our Movement (AZA, BBG, BBYO Connect)
2. Implement Programs of Quality and Excellence
3. Expand and Strengthen Stand UP Within and Beyond BBYO
4. Act Globally, Impact Locally
5. Commit to Israel

## **ALEPH ZADIK ALEPH ATHLETICS (AZAA), B'NAI B'RITH GIRLS GAMES (BBGG) & MIND, BODY, ATTITUDE (MBA)**

### **AZAA**

AZAA stands for Aleph Zadik Aleph Athletics and is the initiative to promote sports programming in AZA. AZAA has been around since almost the very beginning of AZA and plays a crucial role in the fraternity of the movement. Sports can range anywhere from flag football to soccer to water polo to hockey. Athletics are a great way to engage members who are interested in simple sports programming with other guys. These events are easy to plan and can easily be manipulated to incorporate other folds and initiatives. It is also a terrific forum for growing leadership skills and teamwork.

### **BBGG**

BBGG was adopted by the B'nai B'rith Girls in August 2011. It was proposed as a motion at the Annual August Executive Meeting in Washington, DC. This initiative is a way to further enhance MBA programming by emphasizing the "Body" in MBA. Through athletics, we will be embarking on a new generation of BBG - providing girls with more opportunities to find their interests, gain leadership skills, and bond with their sisters all the while, playing sports.

### **MBA**

Mind, Body, and Attitude is a concept designed to strengthen the way that we, as BBGs think, act, and feel about ourselves and the world around us. Its relevance stretches to every single aspect of our everyday lives. Taking a yoga class, standing up for a cause, dealing with school stress, and making a decision to eat healthier are all parts of what MBA strives to enact within each of us. It teaches us to be the best we can be, while still loving ourselves no matter what. MBA is something that makes us stand out. MBA helps define us as strong, Jewish women. It is truly about us: how to live our lives to the fullest, how to connect with ourselves, and how to amplify our self confidence.

## **PLURALISM WITHIN BBYO**

BBYO is the world's largest pluralistic, Jewish youth movement. We welcome and embrace Jewish individuals of all denominations and traditions. Each member's belief and practice is a personal decision which programs, services, and conventions respect. Through programming, one can explore the full spectrum of Judaism, and experience all the many aspects of our faith, further strengthening BBYO's pluralistic environment. At conventions, there should always be Kosher food as well as Shabbat friendly services and program options. This allows members who wish to keep Shabbat, to do so and fully be able to participate. Please see the Degrees of Programming on page 20-23 and the BBYO Shabbat Policy in the Staff Policy Manual for more information.

# CALENDARING STRATEGIES

## Creating a chapter calendar

### ***What is calendaring?***

“Calendaring” is the process of planning chapter events and meetings for a long-range period of time in the future, as well as making a record of chapter, regional, council and community events for your whole chapter.

### ***The benefits of long term calendaring are:***

1. Members know, in advance, when all programming is and can schedule other commitments around the chapter.
2. You have the opportunity to be creative – if you are organized and can see all your programs for a term you will have an easier time creating a variety programs using different themes, folds, and you will be able to be intentional of making sure your programs complement each other for a strong series of experiences.
3. You can utilize your chapter members. If you calendar early, you can create committees (which take time to arrange and instruct) to help plan programs, thus encouraging initiative, expanding leadership opportunities and improving program variety.
4. Remember, programming should reflect the interests of your members and the teens you wish to recruit-- not exclusively the wants of the programmers.

### ***Who is in charge of making the calendar?***

The best way to calendar is to start the process as a chapter. Decide, as a group, how many programs per month and how many meetings per month the chapter should have. Once you've set standards for frequency, the group should identify general program concepts for each of the programs, and create a committee for each program. The S'gan/S'ganit is in charge of facilitating the entire process of calendaring, from managing the frequency determination process to supervising the program development and implementation committees. \*In many councils and regions, all chapters will gather in one location to calendar for the entire term. This allows multiple chapters to program together.\*

### ***How far in advance should you put programs on the calendar?***

The general calendar should be developed six months in advance, at the beginning of each term. The process of planning each program should be started 6-8 weeks before the program to allow for proper marketing and publicity. (Please note: these time frames are approximate, and every region/council/chapter is different. Just know that allowing yourself more time is ALWAYS to your advantage).

### ***What to know when calendaring?***

Keep the following dates in mind

- “Black-Out Dates”
  - Regional/council events
  - Jewish of National Holidays
  - Finals Weeks
  - School Vacations
  - Testing Dates (SAT/ACT/PSAT/AP)

**STICK TO YOUR CALENDAR:** If you make a calendar and then don't use it, you are doing more harm than if you hadn't made a long term calendar at all. Your members want to know when programs will be, and they need to be able to rely on that information.

**WHEN YOU ARE FINISHED CALENDARING:** Make copies for the whole chapter, and for your regional/council office. Make sure parents get a copy as well!

## UTILIZING CALENDARS AS A MARKETING TOOL

*Calendars can be used as a strong promotion and marketing tool*

When finished with calendaring, make sure to send them to **all** prospective members along with their parents. If someone knows when a chapter event will be, far in advance, they are more likely to make time in their schedule and to arrive. Parents also appreciate knowing when programs are planned to be and will have an idea of where and when to drop their kids off. Getting a calendar out to 8th graders will help strengthen BBYO Connect as well as give the soon-to-be-members something to look forward to as soon as they can join.



# HOW TO PLAN A PROGRAM

## STEP ONE - SETTING PROGRAM GOALS

When setting goals for programs, it is important to follow these three steps:

1. Review folds, and *assess status of chapter inclusion and interest of each fold* (i.e. are we doing community service? Do we need more Judaism in our lives? Is everyone getting along? Will chapter members enjoy this?)
2. Identify areas for programming *based on the answers* to those questions.
3. *Keep folds and chapter needs in mind* while brainstorming.

## STEP TWO - BRAINSTORMING

**Set the Scene for Brainstorm Meeting:**

1. Make a time limit. You can speed brainstorming for 1-5 minutes and do it under pressure, or you can take your time, and brainstorm for 10-20 minutes. Either way, set a timer, and stick to your time limit.
2. *If brainstorming with multiple people*, set a group size limit. Brainstorming with too many people gets crazy. If you have more than 10 people, break into two groups, and brainstorm simultaneously.
3. Pick the topic or theme. Brainstorming must be focused on only one issue, not on general ideas for the chapter.
4. Record everything that gets said on a big piece of paper/blackboard/whiteboard so everyone can see them. Don't record the name of the person who said them, and don't feel obligated to write down every word-- rather, record only key words.

**Set the Rules:**

1. Don't discuss any ideas. You're just throwing them out.
2. Don't criticize, judge, praise or discount any ideas.
3. Be spontaneous. This is not a structured "hand raising" forum.
4. It is okay to repeat ideas.
5. Quantity counts.
6. Build on each other's ideas-- "piggy backing" is okay.
7. Enjoy the silences. It's fine if people need time to think.
8. It is okay to be outrageous or to get excited about brainstorming.

**Process Your Information**

1. If there was more than one group, put all the information in one place.
2. Group ideas into related categories. Don't cross off any ideas during this process.
3. Decide which ideas are the most promising and which can be eliminated. Do this by using plus or minus signs instead of crossing out less promising ideas.
4. Rank the promising ideas in order of preference.
5. Select highest ranked ideas and write them on a new piece of paper.
6. Denote which ideas are ready for development and which ideas require refinement before they are further developed.
7. Once you have an overarching topic or theme, narrow it down to make it even more specific.

*\*Be sure to utilize the ideas generated. It is a waste of time to invest in brainstorming and not see results.*

## **STEP THREE - THE 5 W's**

Once you are ready to start planning a program, use the 5 W's to kick off the process.

### ***Who are you inviting?***

- Is this a chapter members only program?
- Will you be inviting prospective members?
- Will you be inviting another chapter?
- If so, will that chapter be an AZA chapter or BBG chapter?
- Are you inviting any speakers or guests?

### ***When is the event taking place?***

- Is the program going to be on a weeknight or weekend?
- How does the day of the week affect your timing?
- Should you have a daytime program or an evening program?
- Will the program be on Shabbat, or Saturday night (do you need services or Havdallah)?
- What time will this program be at?

### ***Where will the event be held?***

- Is it going to be located in a person's home?
- Are you renting a JCC or a synagogue?
  - Have you reserved your space/will they charge you?
- Are you going to be in a public place? Do you need a permit?

### ***What are the details of the event?***

- What is the program going to entail?
- What will the program be called?
- Will you have guest speakers or facilitators?
  - If so, are they going to charge you?
- What supplies will you need?
- Are you serving food? (Don't forget to KEEP KOSHER)
- Do you need transportation to and from the event?

### ***How much are you going to charge?***

- Will you have supply costs?
- Will you have guest speaker costs?
- Will you have rental (space or otherwise) costs?
- Will you have meal costs?
- Will you have transportation costs?

***\*REFER TO THE OFFICIAL AZA/BBG PROGRAM PLANNING FORM ON PAGES 13-15 TO OUTLINE THE PLAN FOR YOUR PROGRAM.\****



## **STEP FOUR - OUTLINING**

**When writing an outline, there are key factors to keep in mind.**

### **1. Create a “rough outline”**

- A rough outline is the written run through of the program including the breakdown of times, key ideas for each section of the program, and a brief script.

### **2. Show to different eyes**

- Allow another member of the chapter, who is helping plan the program, to look at the rough outline. Receive feedback and work together to strengthen the initial idea and layout of the program.

### **3. Re-draft “full and final outline”**

- Rewrite the rough draft to include greater detail. This should entail a full script: the breakdown of times, detailed ideas, and a minute to minute plan of the program. \*Anyone should be able to pick up the script and lead the program after reading it one time.\* Remember to include a material list at the top of the script.

## **STEP FIVE - FILLING OUT PROGRAM FORMS**

**After writing a full outline for the program, don’t forget to fill out these forms!**

### **1. Program Planning Form (PPF)**

- The PPF is a programming form that is to be filled out by chapter S’ganim and S’ganiot and sent to their council and/or regional counterparts before each program. This is a universal form that will remain the same in each location of BBYO. This is a great tool to give chapter counterparts feedback, and for Regional staff to remain aware of the frequency and quality of chapter programs.

### **2. Budget Form**

- The BBYO Budget Form is a way to keep track of the money you need to spend and/or charge for your program. This form will keep you organized and on task with your chapter’s money.

## **STEP SIX - RUNNING THE PROGRAM**

### **Do’s:**

- Know what you are going to say and do ahead of time. The last thing you want is to get up in front of the group and look unprepared.
- Make a script for your program. Include both what you want to say during the program as well as a detailed outline of what is going to happen during the program.
- Make sure that everyone knows what their role is, if you are including other board members/chapter members in the facilitation of the program. Just as you should be prepared, your colleagues need to be prepared as well.
- Make sure your chapter board knows what is going on so they can help transition in and out of the program components.
- Make sure you have all your supplies ahead of time – you don’t want to have to scrap a piece of the program because you have the wrong supplies.
- Make sure you do an ice breaker! Before you start your program, it is imperative that everyone knows each other!
- Make sure you have an ADVISOR OR OTHER ADULT PRESENT.
- Set up ahead of time. You don’t want to cut into program time setting things out or making/arranging food.

### **Don’ts:**

- Wait too long to start the program. You want to make sure you are using people’s time respectfully.
- Start talking until you have everyone’s attention.
- Pause in between program sections or activities. You are only giving people a chance to talk or get distracted.
- Allow cell phones or texting during your program. DON’T USE A CELL PHONE EITHER.
- Talk at your chapter for the entire program. Listen to other people.
- Forget that all ideas, discussion points, opinions and voices are valid and welcome. If you are facilitating, you must be accepting to all ideas.
- Forget to collect your fees for the program.

## **STEP SEVEN - EVALUATING YOUR PROGRAM**

**After the program, it is IMPERATIVE that you evaluate your program. The only way you and your chapter can grow, learn and improve is to assess the strengths and weaknesses of each program and make sure you are better next time!**

**How to evaluate:** Talk through the following questions from the following categories, either as a chapter or planning committee, and provide feedback that you got from program participants. Feel free to ask some of these questions as a wrap up with the group at the end of the program, and then answer other questions individually with the Godol/N'siah and advisor at a later time.

**REFER TO THE OFFICIAL AZA/BBG PROGRAM EVALUATION FORM ON PAGES 16-18 TO FORMALLY EVALUATE YOUR PROGRAM.**

### **Date and Time:**

1. Was the program held at a good time of day? Did the date work well for people?
2. Did it start and end at the times promised?
3. Would the program have been better if planned for a different day/time?

### **Location:**

1. Was the program at a good location?
2. Was it centrally located? Did people have access?
3. Would the program have been more effective if held elsewhere?

### **Preparation and Marketing/Publicity:**

1. Was the event planned far enough in advance?
2. Were all parts of the program well planned?
3. Was everyone notified about the program far enough in advance?
4. Was the program publicized correctly, in effective ways, to the right people?
5. Did the publicity include all the relevant information?
6. Would the program have been more effective if planned or publicized differently?

### **Participation in planning:**

1. Was the event a group effort?
2. Should more people have participated in the planning? Were there too many people?
3. Did everyone hold responsibility? Most people? Some people? No people?
4. Did everyone who had a responsibility fulfill it?
5. Should there have been more committees?

### **Participation:**

1. Was the program well attended?
2. Were new members/prospective members in attendance?
3. Would the program have been better with more people? Worse?

**Facility:**

1. Was the space used for the program an appropriate space?
2. Was there enough room?
3. Could everyone see and hear?

**Fees:**

1. Did you charge the right amount of money?
2. Was the money handled properly?
3. Could this have been a no-cost event?
4. Would the program have been more effective if you had charged? Had not charged?

**Food:**

1. Was there enough food?
2. Was it kosher?
3. Did you serve it at the right time?

**Advisors:**

1. Was there are an advisor or adult there?
2. Did they understand their role?
3. Did you need more of an adult presence?
4. Was the adult given enough notice of the program?
5. Should you bring back the same adult to staff another program?

**Conclusion:**

1. Did the program achieve its purpose?
2. Was the program fun?
3. Did you have fun?
4. Did you learn something?
5. Will you plan another program?

**REMEMBER:** Evaluations are not meant to criticize – they are meant to teach. Neither evaluators nor program planners should take the feedback personally, but rather, commit to learning from it and improving their program planning and implementation skills.

**\*If you feel as if you have just planned and executed a solid and impactful program, send to the Council/Regional S'gan or S'ganit to upload to Program Bank. Always use the official Program Planning Form (PPF) when uploading.**

# A GUIDE TO PROGRAM PLANNING FORMS

**Program Planning Committee Information:** List the names and contact information for the lead program planning and committee members. This is important so that you are aware of exactly which teens you are working with to provide feedback and edits to programming.

**Folds:** Identify which folds (5 AZA/ 6 BBG) are used in the program. No program should ever only include 1 fold. Multi-folded programming elevates program quality and appeal.

**Objective:** What is the point of the program? What do you want the participants to leave with?

**Location:** The full address of the program should be provided in the outline and the space should be reserved well in advance. If it is located at a member's home, the advisor should connect with the parents/guardians to confirm and make sure the host is aware and comfortable with the expectations of their role as a host.

**Staff:** **MUST BE OVER 21.** If the staff member is not the advisor, the advisor must confirm that they have effectively communicated the role and responsibilities of the volunteer staff member for the program. Chapter & parent communications should include the staff member's name and contact information should there be any questions or emergencies.

**Materials:** This list should be a comprehensive list detailed down to the number of each item needed. This will prevent the chapter from both under and over purchasing.

**Target Population:** Who is invited? Is this an AZA/ BBG members only program? Are prospects invited? Is this program with another chapter or outside organization? Is it a community event or open for parents to attend? The invited guests/potential participants should be clearly identified so that the Mazkir(ah) can more successfully publicize and brand the event. It is also important to identify the audience before actually engaging in the program planning process to make sure the activities appeal to the target audience. The number of expected guests should also be identified to make sure the location is suitable for the amount of participants and to ensure there is enough staff for the event.

**Budget:** Factor in every expense of the program including: food, location/space rental, transportation, materials/supplies. Check with the advisor and chapter Gizbor(it) to determine how much (if at all) the chapter needs to charge each attendee.

**Program Description:** The complete description of the activity needs to be listed. It should be detailed enough that someone who has never seen the program before would be able to pick up the outline and successfully run the event. It should also include all time intervals, facilitator scripts, and supplies/materials needed, as well.

Keep in mind that the program description should also include room setup, how participants are brought into the program (if applicable), and the tone that should be set at the beginning and at the end of the program. Teens are not required to read scripts word for word, but forcing them to think it through and script it will make sure that it is appropriate, relevant, and accurately frames the program.

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*Program outlines should be submitted to the Regional/Council S'ganim, Chapter Godol/N'siah, Chapter Advisor, BBYO professional staff and posted on Dashboard **no later than 2 weeks** before the program.*



# THE OFFICIAL AZA & BBG PROGRAM PLANNING FORM



Outlines should be submitted to the Regional/Council S'ganim, Chapter Godol/N'siah, Chapter Advisor, BBYO professional staff and posted on Dashboard no later than 2 weeks before the program.

## Program Planning Committee Information

Program Planning Chair Name:

Program Planning Chair Email:

Region/Council:

Chapter Name:

Other Program Planning Committee Members:

## Program Information

Program Title:

Program Date:

Program Summary (1-2 sentences about the program):

**Event Posted on Dashboard?** Circle: Y or N

**Advisor Approved?** Circle: Y or N

### 1. Folds: Highlight all folds/areas that apply to your program

Athletics	Education	Social	Community Service/ Social Action	Judaic
Jewish Heritage	Community Service	Creativity	Sisterhood	Recreation
Social Action	MBA	AZAA/BBGG	Stand UP	Speak UP

**2. Program Type: Highlight all program types that apply to your program**

Aleph-in-Training (AIT)	Alumni	Arts	Athletics	BBYO Connect
Brotherhood	Business Meeting	Community Service	Convention	Education
Entertainment	Exercise	Fundraising	Havdallah	Hebrew
Holocaust	International Service Fund (ISF)	Israel	Israel Advocacy	Israeli Culture
Jewish Holiday	Judaic	Kallah/Judaic Convention	Leadership	Leadership Training Convention
Member-In-Training (MIT)	Membership	Mind Body Attitude (MBA)	Movie/Film	New Member Convention
Online/ Technology	Political Activism	Prayer/ Services	Recruitment/ Outreach	Retention
Separates	Shabbat	Sisterhood	Social	Social Action
Speak UP	Spirituality	Stand UP	Travel/Adventure	Women's Issues
WOW!/ Community-wide	Other:	Other:	Other:	Other:

**3. Objective(s): List your objective(s) for this program**

**4. Location: Please list the full address of the program**

**5. Staff:** *Please provide name and contact information for the staff member(s) attending the program*

**6. Materials: Please list all materials needed for this program**



**7. Target Population:** Please circle all that are invited to your program

Chapter Members	Girls Only (BBG)	Boys Only (AZA)
Prospective Members	Freshmen	Sophomores
Juniors	Seniors	Teen Leaders
Convention Participants	Parents	BBYO Connect (6 <sup>th</sup> – 8 <sup>th</sup> Graders)
Summer Program Prospects	Summer Program Alumni	BBYO Alumni
Community Members	Other Youth Organizations:	Other:

**8. Guest Speaker/Presenter Information:** Please provide name and brief description of any guest speakers/presenters scheduled to participate in the program

**9. Expected number of attendees:** \_\_\_\_\_

**10. Budget** (SEE ATTACHED PROGRAM BUDGET FORM):

Total program cost: \_\_\_\_\_

Cost per guest (TOTAL / EXPECTED # OF ATTENDEES): \_\_\_\_\_

**11. Program Description:**

*Please attach the complete program outline. The description should be detailed enough that someone who has never seen the program before would be able to pick up the outline and successfully run the event. All time intervals, facilitator scripts, and supplies/materials needed should be listed below.*



# THE OFFICIAL AZA & BBG PROGRAM EVALUATION FORM



## PROGRAM HIGHLIGHTS

**Program Title:**

**Program Date:**

**Program Location:**

**Program Summary** (1-2 sentences about the program):

**Event Posted on Dashboard?** Circle: Y or N

- Date posted on Dashboard (should be at least 10 days before program):

**Staff in Attendance (names):**

**Number of participants expected prior to the program:** \_\_\_\_\_

**Number of participants in attendance at the program:** \_\_\_\_\_

**Did the program go according to plan?** Circle: Y or N

- *Please elaborate:*

*Please rate the following on a scale of 1 – 10 as they relate to this program:*

(1 = Very Poor; 10 = Exceptional)

Effective programming \_\_\_\_\_

Program Facilitation \_\_\_\_\_

Attendance \_\_\_\_\_

Budgeting \_\_\_\_\_

Overall success of the program \_\_\_\_\_

Outreach \_\_\_\_\_

Event Preparation \_\_\_\_\_

Publicity \_\_\_\_\_

Cost \_\_\_\_\_

## Lessons Learned and Things to Work On

*Did you get the number of people anticipated at the program?*

Circle: Y or N

- *Please elaborate:*

*Did phone calls, emails, and Facebook messages go out to all target populations at least a week prior to the program?* Circle: Y or N

- *Please elaborate:*

*Was there enough planning done in advance of the program?*

Circle: Y or N

- *Please elaborate:*

*Was the programming effective, and did participants perceive the program as meaningful?*

Circle: Y or N

- *Please elaborate:*

*Was the programming enjoyable for participants?*

Circle: Y or N

- *Please elaborate:*

*Was the budget planned and maintained properly?*

Circle: Y or N

- *Please elaborate:*

*Were staff/advisors/other adult allies kept in the loop throughout the planning and implementation process?*

Circle: Y or N

- *Please elaborate:*

*Would you recommend this program to a friend?*

Circle: Y or N

- *Please elaborate:*

*Do you have any suggestions for anyone who is interested in running a similar program?*

Circle: Y or N

- *Please elaborate:*

## EVENT FOLLOW-UP

*Follow-up email sent to program participants*

Circle: Y or N

*Thank You notes sent*

Circle: Y or N

*Reimbursements distributed*

Circle: Y or N

*Fees collected*

Circle: Y or N

Other: \_\_\_\_\_

Circle: Y or N

## PLANNING FUTURE PROGRAMS

*What areas do you want to focus on in working to improve future events?*

*(check all that apply)*

\_\_\_\_\_ Event Scheduling

\_\_\_\_\_ Budgeting

\_\_\_\_\_ Scheduling with partner organizations and/or vendors

\_\_\_\_\_ Publicity/Participant Communication

\_\_\_\_\_ Parent Communication

\_\_\_\_\_ Staff/Advisor's Role

\_\_\_\_\_ Program Attendance

\_\_\_\_\_ Other: \_\_\_\_\_

# PROGRAM BUDGET FORM

**Program/Event Name:**

**Region/Council:**

**Chapter:**

**Program Planning Chair Name:**

Is this a chapter program? YES \_\_\_ NO \_\_\_

Is this a chapter fundraiser? YES \_\_\_ NO \_\_\_

Do you plan to raise funds for the chapter? (ex. Charging guests entrance fee) YES \_\_\_ NO \_\_\_

Do you plan to raise philanthropic funds? (ex. Money for I\$F and/or Stand UP) YES \_\_\_ NO \_\_\_

**How many people do you expect to attend this program?**

Safety Goal \_\_\_\_\_

Reach Goal \_\_\_\_\_

**DETERMINE HOW MUCH TO CHARGE**

Take your projected cost TOTAL and *divide* it by your attendance SAFETY GOAL (above). This number, rounded to the nearest whole dollar, should be your program fee. **EXAMPLE:** TOTAL = \$200.00. SAFETY GOAL = 12 people. Program Fee = 200 / 12 = 16.666666... so round up and charge \$17 for the program!

*If you get more than 12 people at the program, you end up with more overhead, which is great!*

**PUT IT IN THE BANK**

Once all is said and done, and you have held your program, paid your vendors, and counted your leftover cash, **DO NOT FORGET TO KEEP TRACK OF THE MONEY YOU'VE RAISED.**

**FILL IN YOUR BUDGET**

(Go back and fill in your actual cost after the program)

EXPENSE	PROJECTED COST	(ACTUAL COST)
Food		
Transportation		
Speaker/ Entertainment/ Vendors		
Facility Rental		
Program Supplies		
Chapter Overhead		
Philanthropic Overhead		
Other:		
<b>TOTAL</b>		

**DEFINITIONS**

**Chapter Overhead:** This is the money for the chapter that you want to make off the program. You don't have to add chapter overhead, but padding your bank account a little bit at a time goes a long way.

**Philanthropic Overhead:** This is money that you want to donate to a charitable cause, i.e. I\$F or Stand UP.

\*If you are holding a fundraiser for the purpose of raising money for either the chapter or a philanthropic cause, add the amount you want to raise.

\*If you are NOT holding a fundraiser, consider adding \$1.00 to the cost for either chapter overhead or donations. Money that builds slowly could amount to a lot by the end of the year.

# DEGREES OF PROGRAMMING

TAKE THE TEMPERATURE OF YOUR PROGRAM

3rd Degree

## 3<sup>RD</sup> DEGREE PROGRAMMING - Excellent/Exemplary Programs

- Folds are integrated properly, effectively, and smoothly.
- All programs are innovative and offer new content.
- All programs occur in diverse locations.
- All programs have an advisor present and when an advisor cannot make it, a parent fills in.
- All programs adhere to BBYO Judaic Policy (Kashrut, Shabbat, Pluralistic-friendly).
- All programs are properly budgeted for, chapter is not in debt, appropriate/no entrance fee.
- All programs have detailed outlines.
- All programs are posted on Dashboard 10 days prior to event.
- All programs are planned by both chapter board and chapter members.
- All programs seek to attract new and diverse participants.

2nd Degree

## 2<sup>ND</sup> DEGREE PROGRAMMING - Good/Solid Programs

- Folds often appear forced and do not always achieve their intended goal.
- Most program planning occurs one week before.
- Most programs are original, but certain ones are often repeated.
- Most programs are held in similar places, but occasionally a new location is utilized.
- Most programs have an advisor present, but occasional no advisor/parent is present.
- All programs adhere to BBYO Judaic Policy (Kashrut, Shabbat, Pluralistic-friendly).
- Programs are poorly budgeted for, chapter is almost/slightly in debt, members occasionally have to pay entrance fee when not necessary.
- Most programs are outlines, but the outlines lack specific details.
- Most programs are either not on Dashboard, or posted less than a week before.
- Most programs are only planned by the chapter board.

1st Degree

## 1<sup>ST</sup> DEGREE PROGRAMMING - Fair/Weak Programs

- Folds are frequently forced and do not serve the purpose of the program.
- Most program planning occurs the week of.
- Most programs lack originality and have been done before.
- Most programs are held in similar locations.
- Most programs do not have a parent/advisor present.
- All programs adhere to BBYO Judaic Policy (Kashrut, Shabbat, Pluralistic-friendly).
- Programs are not budgeted for, chapter is in debt, and members frequently pay an entrance fee.
- Most programs do not have outlines created for them.
- Most programs are not posted on Dashboard.
- Most programs are only planned by the S'gan or S'ganit.

\* BBYO Policy regarding these topics is non-negotiable



# 1<sup>st</sup> Degree Programming

## Strategies for Improving Your Programming

### Most of my programs are planned the week of the event

- Let program planners know several weeks in advance that they will be planning a program and that a rough outline is due two weeks before the program

### Most of my programs lack originality and have been done before

- Utilize the Program Bank ([www.bbyoprogrambank.org](http://www.bbyoprogrambank.org)) to inspire new program ideas

### Most of my programs are held in similar places

- Research local attractions (parks, museums, etc.) for new and exciting program locations

### Most of my programs do not have an advisor present

- Talk to your advisor at the beginning of the term to find out what dates he/she will not be able to attend your programs and work to find parents who would be willing to act as an advisor

### Most of my programs have food that is not kosher being served (if food is served)

- Talk to whoever is purchasing the food for your program to ensure that they purchase food that is kosher and that they follow all Kashrut laws

### Most of my programs are not budgeted for and chapter members frequently pay entrance fees

- Before your purchase something for your program, make sure that the chapter has enough money to pay for it and if you don't have enough money for it, either don't purchase it or fundraise so you can afford it

### Most of my programs are not Shabbat friendly

- Incorporate the necessary prayer services into your program and make sure that any activities taking place at your program follow BBYO guidelines as to what Shabbat friendly is

### Most of my programs do not have outlines created for them

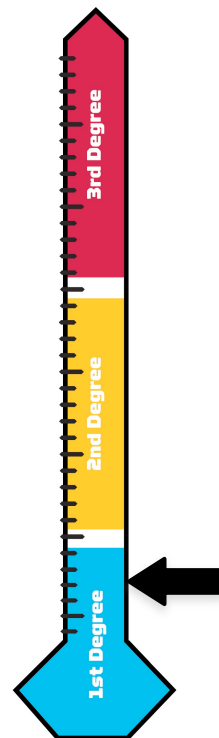
- Have program planners create a rough outline of what will be occurring at the program so that if need be, someone else can lead it

### Most of my programs are not posted to the Dashboard

- Place a reminder on your calendar to post your programs to Dashboard at least 10 days before the event

### Most of my programs are only planned by the S'gan or S'ganit

- Have the S'gan or S'ganit utilize board members and have them plan some of the programs, and/or create a programming chair position in your chapter to allow more opportunities for program planning and leadership



# 2<sup>nd</sup> Degree Programming

## Strategies for Improving Your Programming

### Most of my programs are planned one week in advance

- Let program planners know several weeks in advance that they will be planning a program and that a rough outline is due two weeks before the program

### Most of my programs are original, but certain programs are often repeated

- Utilize the Program Bank ([www.bbyoprogrambank.org](http://www.bbyoprogrambank.org)) to inspire new program ideas, and re-evaluate/re-work chapter traditions to keep them fresh and vibrant

### Most of my programs are held in similar places, but occasionally a new location is utilized

- Research local attractions (parks, museums, etc.) for new and exciting program locations

### Most of my programs have an advisor present, but occasionally no advisor is present

- Talk to your advisor at the beginning of the term to find out what dates he/she will not be able to attend your programs and work to find parents who would be willing to act as an advisor

### Most of my programs have food that partially follow Kashrut laws (if food is served)

- Talk to whoever is purchasing the food for your program to ensure that they purchase food that is kosher and that they follow all Kashrut laws

### Most of my programs are not properly budgeted for, and the chapter is left in debt

- Before your purchase something for your program, make sure that the chapter has enough money to pay for it and if you don't have enough money for it, either don't purchase it or fundraise so you can afford it

### Most of my programs are partially Shabbat friendly

- Incorporate the necessary prayer services into your program and make sure that any activities taking place at your program follow BBYO guidelines as to what Shabbat friendly is

### Most of my programs are outlined, but the outlines lack specific details

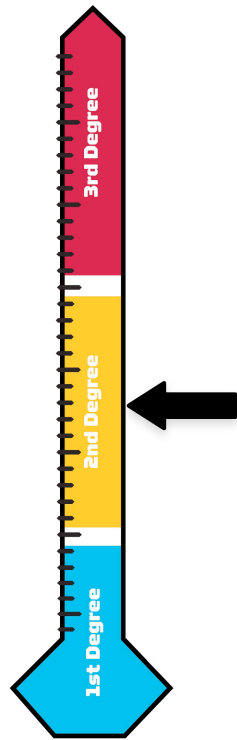
- Work to incorporate the specific time intervals at which events will occur during your program into the outline and write in a specific script of what will be said when leading your program.

### Most of my programs are either not posted on Dashboard, or are posted less than a week before

- Place a reminder on your calendar to post your programs to Dashboard at least 10 days before the event

### Most of my programs are planned by my chapter board

- Ask chapter board members to team-up with chapter members to help plan programs, and/or create a programming chair position in your chapter to allow more opportunities for program planning and leadership



# 3rd Degree Programming

## Strategies for Improving Your Programming

### All of my programs are planned two weeks in advance

- Make sure that all program planners know several weeks in advance that they will be planning a program and that a rough outline is due two weeks before the program

### All of my programs are completely original and have never been done before

- Utilize the Program Bank ([www.bbyoprogrambank.org](http://www.bbyoprogrambank.org)) to continue to inspire new program ideas, and take advantage of local events/attractions to keep your programming fresh and vibrant

### All of my programs occur in diverse locations

- Research local attractions (parks, museums, etc.) for new and exciting program locations

### All of my programs have an advisor present, and when an advisor cannot make it, a parent fills in

- Continue to talk to your advisor at the beginning of the term to find out what dates he/she will not be able to attend your programs and work to find parents who would be willing to act as an advisor

### All of my programs have food that fully follows Kashrut laws being served (if food is served)

- Add a Judaic component to your program by building in an opportunity to discuss the laws of Kashrut while you are eating

### All of my programs are properly budgeted for, and chapter members don't need to pay an entrance fee

- Fundraise throughout the year so that a larger program budget may be created to enhance your programming

### All of my programs are fully Shabbat friendly

- Use Build-A-Prayer ([www.buildaprayer.org](http://www.buildaprayer.org)) to create unique service packets and to keep services exciting

### All of my programs have detailed outlines

- Continue to add all details to your program outline so that every minute of your program is fully planned out. Make sure that the program outline you create includes all information necessary for someone else to pick it up and run the program using just the outline

### All of my programs are posted to the Dashboard 10 days before

- Place a reminder on your calendar to post your programs to Dashboard at least 10 days before the event, and help remind other program planners in your chapter to do the same

### All of my programs are planned by both the chapter board and chapter members

- Have experienced programmers reach out to younger members to work together in planning programs, so that younger members learn the ins-and-outs of how to plan a program

