

Plan a Rush Week

Explore this guide to learn how to plan a fun and successful Rush Week for your community.

What's a Rush Week? 🤔

A **Rush Week** is when a chapter hosts an influx of prospective members at a series of high-quality and engaging programs in a short period of time (7-10 days) to excite them about BBYO.

- **When?** Rush Week should happen in the first two months of each semester, after chapter kickoff and before the first members-only experience. It should be right after your chapter kickoff to keep up the excitement.
- **Why?** The goal is to create a space where new members learn about your chapter, participate in great events, and meet members. They allow you to focus your effort and energy in getting teens excited for the ask to join.

Remember, you know your community best—take these ideas and customize them to work for you!

Rush Week Guide 🏆

Before the First Event	<ul style="list-style-type: none"> ● 15 Days Out: Update prospect list and assign a chapter point person ● 10 Days Out: Focused event promotion begins ● 5 Days Out: All prospects invited to rush week to by chapter point person ● 1 Day Out: All prospects invited to rush week a second time by chapter point person
7-10 Day Rush Week Three Moments (Meal, Program 1, Program 2)	
After each Event	<ul style="list-style-type: none"> ● 1 Day After: All prospects are reached out to to say thank you and save date for next event ● 5 Days After: Confirm prospect attendance to next event & distribute calendar ● 10 Days After: Confirm all prospects have attended an event post rush week or have hung out with chapter member (<i>at minimum been heard from</i>)

Plan Your Rush Week 📅

- **Be Consistent:** Ensure that prospective members know what to expect and when. Aim for a balance of just the right amount of programs, not so many that it's overwhelming for prospects. For example, if your chapter is running programs Monday, Wednesday, and Friday for consistency, then Monday and Friday could have super interactive, elevated programs and Wednesday could be a more relaxed restaurant night.
- **Know Your Audience:** Build experiences that are appealing to the teens you're trying to recruit. Take into account all of the groups of people you'll be catering to: members, prospective members, old and young, AZA or BBG, etc. This is about retention just as much as recruitment! If you need ideas for engaging and fun programs, check [here](#) and [here](#).
- **Apply For a Gamechanger Grant:** Don't let money be an obstacle for running a great Rush Week. [Applying for a Gamechanger Grant](#) is a quick and easy way to fund a few extra elements to really elevate your programming.

Go Beyond Great Programs ✨

- **An Incredible, Funnel Closing Event:** Consider planning an amazing members-only event for the end of your Rush Week to incentivize your prospective members to join! These are a great opportunity to go above and beyond with elevated programming — virtual, hybrid, or in-person!
- **Host, Even When the Program is Over:** As we bring in new Alephs and BBGs, make sure that you're hosting them at every moment of the event! Throughout the week, make sure you're there to answer any questions they may have at events, but also try to be available outside of programming to talk to them too! Be sure to check out the [How to Host Guide](#) to get all the details.
- **Make the Ask:** Consider ending your successful Rush Week by asking prospective Alephs and BBGs to make it official. You can do an AIT/MIT drive-by ask parade or call them on the last day of Rush Week to welcome them into BBYO. Not ready to [Make the Ask](#) yet? Don't wait too long, but hey, you could always [plan an Ask Week](#)!

Make Rush Week Fun ✨

- **Hype on Social Media:** Utilize Instagram story templates! Repost them on your community account's stories! Make sure you're spreading the word, and keep everyone hyped and engaged! Make sure to check out the BBYO Toolbox [Branding Kit](#) to elevate your social media presence.
- **Empower Younger Members to Lead Programs:** Pick young leaders within your community to help create fun and engaging programs and invite their friends to join.
- **Incentives:** Utilize swag, celebrity guest appearances, and other incentives to keep people engaged, and make them want to come back for more. Little incentives make a big difference!
- **Everyone Loves Food:** Food is universal, which makes it a great way to get new teens interested! A quick, easy, and effective option for programming is reserving a table at a local restaurant and feasting with your chapter and prospective members, and you could even make this a fundraiser! If restaurants aren't an option, organize a food pick-up fundraiser and eat on Zoom together to celebrate the week while staying safe!
- **Be Inclusive and Welcoming:** Make sure all prospects feel welcomed and included from the moment they enter your program. One way to do this is by private-chatting them "Hey! I'm happy to see you" when they hop on the Zoom, or just calling on them to speak and people are talking. Try to switch around groups/breakouts to allow them to make as many new friends as possible!

Community Spotlight 🔍: Check out [@GMRBBYO](#) for their awesome Rush Week that happened March 1-4, 2021 featuring ESPN celebrity guests, watch parties, teen led programming, and so much more!

Questions? Email your International Morim—moreh@bbyo.org or aymhachaverot@bbyo.org. Or DM them on Instagram [@bbyomorim](#).