Intensives





Mifgash 2027 will include a choice of seven different Intensives. Every Intensive will meet twice—once on Wednesday and once on Thursday—for 90 minutes each. At the end of the three hours, you'll have a workable action plan for an important aspect of your work.

Beyond Chat: The AI-Powered Leader

You've used AI chat to draft and brainstorm. Now, go further with its more advanced features, including custom projects, memory, and agents that handle multi-step tasks for you. Learn to set it up as a thought partner that knows how you work, understands your goals, and keeps you on track with regular check-ins. Then put it to work preparing for board meetings, anticipating tough questions, and evaluating your assumptions around big decisions. You'll leave this intensive with a tailor-built AI assistant ready to help you right away.

Parameters: This intensive is designed for leaders, geared for CEOs/executive directors, and open to all who use AI regularly and want to take it to the next level. Participants should be confident in prompting, giving context, and refining responses, as we will not cover these basics. A pre-session survey will be required to help ensure a smooth and productive session, and it will be sent closer to the conference. A paid subscription to ChatGPT, Claude, or other AI tool will also be required, and participants should plan to bring their laptop to the sessions.

Facilitator: Risa Goldberg, The Adoption Studio

Building a Board of Excellence

Committees that never recovered from COVID. A board with untapped capacity. Great board members but no culture of philanthropy. These challenges share a root cause: unclear expectations, outdated structures, and board meetings that are either pure reporting or an unfocused free-for-all.

In this intensive, designed specifically for CEOs/executive directors and the senior professional each one has invited to Mifgash, the two will work side by side with peers in a confidential setting. The first session will focus on structure: clarifying what the board, chair, committees, and CEO/executive director each own and how to use a signed board member agreement to set expectations and position new members for success. The second session will build on that

work as the leaders redesign their own board agenda live—separating information sharing from strategic discussion—and hear about bright spots from agencies in the movement that have made shifts.

Participants will leave with multiple resources: a reusable agenda template, a sample board member agreement and checklist of expectations, and a 90-day governance action plan to use with their board members at JSummit.

Pre-work: Bring the agenda from the most recent board meeting of the JCC or independent JCC Camp.

Facilitator: David Lunken, Cedarcroft Advisors

Fewer, Bolder, Better: A Sharper Approach to Strategic Planning

Many strategic plans try to do too much and change too little. In this intensive, we'll tackle both the content and process of strategic planning. You'll evaluate how the trends shaping your community should influence strategy of your JCC or JCC Camp—and use this analysis to start developing the core of your next strategic plan, including the time-bound goals that mark success and the key priorities that get you there. You'll leave with a working draft and a practical process to complete a plan that engages your board, staff, and community and builds the support needed to activate it.

Facilitator: Brian Hayden, Collaborative Strategies, Inc.

From Exploration to Design: Rethinking Your JCC or JCC Camp's Israel Connection

In this intensive, you will diagnose your institution's current approach to Israel engagement and connection to design a clear path forward. The focus will be institutional strategy, not the politics of Israel. The first session will help uncover where you are now and what you want Israel to mean to your JCC or JCC Camp. The second session will move to action: what you'll do, who will own it, and how you'll know it's working.

Facilitator:
Rabbi Daniel A. Septimus, Executive Director, Center for Jewish Peoplehood, JCC Association

From Prompts to Digital Coworkers: AI for Operations Leaders

You've used AI to draft an email or summarize a document, and you suspect it can do a lot more. You're right. These tools have changed dramatically this year, and most of us haven't caught up.

This intensive is geared for chief operating officers, assistant executive directors, and operations leaders (and open to all) who know the basics and are ready for the next level. In the two sessions, you'll climb a three-level ladder grounded in the real work of your JCC or JCC Camp with a focus on: creating sharper prompts, using custom assistants to help you finish 30-

minute tasks in seconds, and exploring agentic tools that serve as digital coworkers. You'll see live demos and tackle everyday tasks such budgeting, one-on-one supervision, onboarding new employees, and more.

You'll leave with a workflow mapped out for your JCC or JCC Camp, a clear picture of what's possible, and a plan to bring these skills to your staff, so your team spends less time at the keyboard and more time with your community. Best for occasional AI users, not advanced builders.

What to bring: A laptop and log-in access to an AI account (ChatGPT, Claude, Gemini, or Copilot). A free account works for most of the session; a paid plan lets you try the advanced features.

Facilitator: Chris Strom, Chief Marketing Officer, Sunrise Association

How to Build a Strategic Roadmap to the Next Generation of Major Donors

Jewish values around philanthropy are strong across generations, but we must work harder and smarter to secure commitment and loyalty from the next wave of major donors. This two-part Intensive led by Evolve Giving Group will explore the changing landscape of major giving, the CEO's essential role in securing transformative gifts, the move away from transactional fundraising, and the building blocks that position your team to elevate the JCC's or JCC Camp's major gifts program. We'll cover prospect identification, strategic cultivation, and donor-focused stewardship. Come ready to workshop your top 10 list and leave with a clear roadmap to take you to the major gifts in your future.

Facilitator: Amy Schiffman, Evolve Giving Group

Taking Flight: Leading Across Work Styles

As a CEO or executive director, your style shapes how your senior team works, how your board views you as a leader, and how decisions get made throughout your JCC or JCC Camp. This interactive session will use a DISC assessment—used to categorize and understand how people communicate, work, and solve problems—to help you understand your natural leadership style and how it lands with others. You will learn how to recognize the styles of those around you and how to adjust your approach when needed for better results. You'll receive a personalized DISC report, generated from a brief, online assessment you will be required to complete before the session that will show your strengths, blind spots, and stress patterns. You'll use these results to work through real leadership scenarios with your peers to practice adjusting your style at the moment. You will finish by building a personalized action plan to help you work effectively with the people who matter most: the members of your leadership team, your board chair, and the partners who help your organization move forward.

Facilitator: Deann Forman, JCC Association

QUESTIONS?
Check out the FAQ. Still have questions?
Email mifgash@jcca.org and we'll get back to you soon.

Last Modified on 11/06/2026 1:07 pm EST