

# Building a Delegation

## Overview

**ProCon 2025**—the JCCs of North America Professional Conference—is back and better than ever. This cornerstone of JCC Association’s Talent strategy is the only conference built by and for JCC professionals across all roles, backgrounds, and experience levels. Whether someone is brand new to the movement or a seasoned leader, ProCon 2025 delivers connection, value, and professional development for all.

Over three unforgettable days (October 27–29, 2025, in Minneapolis), your team will connect with peers from across the continent, be inspired by thought leaders, and gain fresh tools, ideas, and insights to bring back home. **More than a professional development opportunity, ProCon 2025 is a chance to be part of shaping the future of the JCC Movement—together.**

It’s a high-impact investment that delivers—renewed energy, deeper commitment, and stronger results. Time away from the JCC that comes back tenfold—for your professional, and your JCC

## Goals and Outcomes

JCC professionals who attend ProCon 2025 will:

- Build strong, lasting connections with peers across the JCC Movement
- Gain practical tools, skills, and insights to elevate their professional influence
- Leave inspired, re-energized, and ready to achieve greater things in their careers and for your community

## Elevating Your Team, Advancing Your JCC

### Strengthening Our Professional Community Connection

Deepening connection, collaboration, and shared purpose across the JCC Movement

Sending staff to ProCon 2025 is a strategic investment in your JCC’s talent. It boosts morale, builds leadership capacity, and fosters long-term loyalty—key drivers of recruitment and retention. ProCon reconnects professionals to the mission and meaning behind their work, reinforcing the value of purpose-driven careers—within your community and across our movement. It signals your commitment to their growth, positions your JCC as a forward-thinking, mission-driven workplace, and strengthens your presence in the broader Jewish communal field.

### Recharging With Purpose

Cultivating resilience, celebrating joy, and finding inspiration to navigate today and tomorrow

ProCon participants will return home having enjoyed a community-building experience, including a shared sense of purpose, with their own colleagues and new ones from throughout the movement. They will be energized, inspired, and poised to bring more value to their own work and your JCC.

### **Shaping What's Next**

Investing in people and ideas to drive innovation, growth, and the future of Jewish life

Focused learning on specific topics in labs, Intensives, and Peer Community sessions will promote professionals' growth and their impact on Jewish life across North America.

## **Built By JCC Professionals *For* JCC Professionals**

ProCon 2025 is more than a conference—it's a collaborative effort rooted in partnership. As part of JCC Association's commitment to working hand-in-hand with JCCs across North America, this gathering is being shaped by an **all-star Planning Committee**, whose members represent JCCs across the continent.

Together, the committee members helped design an experience that's relevant, inspiring, and grounded in the real needs of our field—ensuring every moment of ProCon 2025 is meaningful, magical, and built to strengthen your JCC.

## **Why *This* Moment Matters**

Regional gatherings have their place and time, but this moment demands more. In the face of rising antisemitism and deepening social and political divides across North America, we need the full strength of our movement. ProCon 2025 brings us together—unlimited by geography and united by purpose, pride, and joy—to confront shared challenges, build collective solutions, and draw power from our diversity, scale, and reach.

### **ENDORSEMENTS FROM PAST PARTICIPANTS**

“At this stage of my career, I did not expect that a conference could recharge and inspire me. But at ProCon I saw the beginnings of a rebirth of the JCC movement that I had known from my early career days.”

—Steve Wendell, Executive Director, Newport News, VA JCC

“They (my staff) all had an amazing experience! Many, many thanks for all you do to support us!”

—Annie Keith, COO, West Hartford (Mandell) JCC

“Coming back to the Centre after the conference has given us a renewed sense of purpose and with a hope that we can continue to make a positive difference to the community we serve—so thank you for that!!”

—Rhona Shore, Director of Programming, Calgary (Paperny)

“As a new director and a first-time participant of ProCon, you all made it easy for me to step outside of my comfort zone and enjoy being surrounded by such an amazing group of early childhood professionals.”

—Sarah Hessler, Early Childhood Director, Minnesota JCC

## Building A Delegations

While every JCC professional should have the chance to experience a movement-wide event like ProCon 2025, we recognize that not everyone can attend. Financial limitations, staffing coverage, and role-specific needs mean you’ll need to be strategic in building your delegation. Here’s how to make the most of the opportunity:

### 1. Think Across Career Stages

- **Early-career and new-to-JCC professionals** will benefit from foundational knowledge, confidence-building, and movement-wide context. ProCon 2025 will connect them to peers, mentors, and the broader JCC vision—accelerating both their growth and their sense of belonging.
- **Mid- to senior-level staff** can use the conference to recharge, find fresh ideas, and reconnect with their own mission—and that of their JCC. For those feeling stuck or stretched, ProCon 2025 will offer space for reflection, learning, and reinvigoration.

### 2. Match Needs to Opportunities

- Who will benefit most from the relationship building with peers in similar roles?
- Who will grow the most professionally and come back sufficiently trained to lead something for your J, through our Intensives?
- Who is ready for a stretch experience to take their work to the next level?
- Who needs exposure to JCC-specific or nonprofit knowledge that no one on your team can currently provide?

### 3. Invest in Cultural Carriers and Influencers

Prioritize team members who are collaborative, curious, and ready to bring new ideas back home. These are the people who will amplify what they’ve learned—sharing insights, sparking innovation, and strengthening your JCC from within.

### 4. Diversify Your Delegation

Aim for cross-departmental representation. A mix of voices ensures that the energy and learning from ProCon 2025 will ripple through your entire organization from multiple perspectives.

**And don’t forget:** If your JCC is participating at the Ambassador level of the JCC Stakeholder Partnership Model, you will receive one complimentary registration for the CEO/ED or the #2 most senior person at your JCC.

# Delegation Building Tools

## MAXIMIZE PROCON 2025 BEYOND YOUR DELEGATION

### 1. **Announce With Pride**

Celebrate your selected delegates by announcing them to your full professional team. It builds excitement, reinforces the value of ProCon 2025, and creates a sense of pride across your JCC. It also helps non-attending staff connect with delegates and understand how they can engage—before, during, and after the conference.

### 2. **Involve the Whole Team**

Invite non-participating professionals to an interest or strategy meeting before ProCon 2025. This ensures your entire staff is aligned on what the delegation will focus on and how the insights gained will benefit everyone. It fosters inclusivity and sets the stage for shared impact.

### 3. **Show Off Your JCC**

Share submissions for the **Excellence and Innovation Spotlight**, promo videos (see guidance below), and JCC footage and photos with us.

### 4. **Debrief and Share the Energy**

After the conference, host a post-ProCon 2025 meeting where delegates can share key takeaways, tools, and fresh ideas with the full team. This amplifies the value of your investment and helps translate inspiration into action across departments!

### 5. **Engage Your Board**

Be sure to share your delegation list and the “why” behind their selection with your board. It’s a powerful way to highlight your investment in professional development and showcase how you’re building leadership capacity across your organization.

### 6. **Broadcast Your Excitement**

Use the official **social media graphics** to announce your JCC’s participation to the entire movement. Share them on your channels—and empower your delegates to post them personally to connect with fellow Peer Community members and ProCon 2025 participants. #JCCProCon2025 and tag JCC Association’s social media channels: **LinkedIn**, **Facebook**, **Instagram**, and **X**.

## INTEREST EMAIL TO JCC PROFESSIONAL

**Subject:** An Opportunity to Grow, Connect, and Lead – ProCon 2025

Dear [JCC Professional Name],

I want to personally share an exciting opportunity with you: the chance to attend ProCon 2025, our movement-wide professional conference bringing together JCC leaders from across North America.

Whether you're looking to grow your skills, expand your network, or reconnect with the deeper mission behind our work, ProCon 2025 offers something meaningful at every stage of your career. It's a space to learn from top professionals, engage with peers, and return with fresh ideas and renewed energy.

[if applicable]

I know from attending ProCon [year] that the experience helped shape my career and my connection to the JCC Movement through...

**We'd love for you to be part of our delegation.** Your leadership, curiosity, and dedication make you a strong representative of our team—and I'm confident you'll bring back valuable insights that will benefit both you and our JCC. Of specific interest, [Peer Community/Intensive/Lab/other opportunity] would be of great benefit for you to consider. Take a look at the [ProCon 2025 website](#) to learn more about the conference and all it can offer you, your career, and our community.

I know you have lots on your plate, but let's connect to see how we can make this opportunity a reality for you.

With appreciation,

[Your Name]

JCC CEO/Executive Director

**SELECTION EMAIL TO JCC PROFESSIONAL**

*Kol HaKavod!* You're Heading to ProCon 2025!

Dear [JCC Professional Name],

I'm thrilled to tell you that you've been selected to attend **ProCon 2025** as part of our JCC's delegation.

You will be joining [names and titles of other delegates]. OR You alone have been selected to represent our JCC and to bring back everything you learn and experience to our community.

This is a special opportunity to step away from the day-to-day, connect with peers across the continent, and gain new ideas and skills that can shape the next chapter of your work. Your dedication, leadership potential, and contributions to our community made you a clear choice—and I know you'll represent us with thoughtfulness, curiosity, and pride.

Take a look at the [ProCon 2025 website](#) to learn more about the conference and all it will offer you, your career, and our community.

ProCon 2025 is more than a conference—it's a chance to grow, recharge, and return inspired.

Before you pack your bags for October, please join [me/the delegation] to strategize so we maximize our participation and effectiveness as a delegation. We'll meet on [date/time].

Warmly,

[Your Name]

JCC CEO/Executive Director

**INTERNAL STAFF EMAIL**

**Subject:** Meet Our ProCon 2025 Delegates – And Get Involved!

Hi Team, I'm excited to announce that [JCC professionals' names] have been selected to represent our JCC at [ProCon 2025](#), the movement-wide conference that brings together professionals from across North America to learn, grow, and lead.

Attending ProCon 2025 is an incredible opportunity for professional development, peer connection, and renewed inspiration. While not everyone can attend, this experience is designed to benefit our whole team—and we want everyone to be part of the journey.

Here's how you can engage:

- **Pre-ProCon 2025 Strategy Session:** Join [an upcoming meeting] to learn more about the conference and help shape our delegation's focus.
- **Post-ProCon 2025 Debrief:** After the event, we'll host a team-wide session at which delegates will share key takeaways, tools, and exciting ideas to bring back to our work.
- **Cheer Them On:** Connect with our delegates and follow their experience throughout the event via social!

We're proud of our team and thrilled to invest in the growth of our professionals. Stay tuned for more details! Warmly,

[Your Name]  
JCC CEO/Executive Director

## Promote Your JCC Participation Through Social Media and Video

Use [these helpful instructions](#) and assets to [create your JCC video](#) and social media posts.

## Conference Structure

Check out the structure—full of engaging presentations, hands-on learning sessions, and lots of joyful moments—that will drive home, again and again, the strength of the JCC Movement, the power of the work we do every day, and why it all matters!

[ProCon 2025 Website](#)

## Location and Payment Options

Minneapolis is getting ready to roll out the red carpet, and these are the [registration and payment details](#).

## Participating JCCs

In 2019, professionals from 90 JCCs across our network attended ProCon! Put your JCC on the

map in 2025 and start building your delegation today!

### QUESTIONS?

Check out the [FAQ](#). Still have questions?  
Email [procon@jcca.org](mailto:procon@jcca.org) and we'll get back to you soon.

[ABOUT](#) | [PROGRAM](#)  
[PRESENTERS](#) | [PROMOTE PROCON](#)  
[FAQ](#) | [HOST COMMUNITY](#)  
[SPONSORS](#) | [REGISTER](#)  
[CONTACT US](#)

Last Modified on 07/25/2025 12:44 pm EDT

---