



Strategic Planning Report
Q3

From a Program for Teens to an International Platform for Online Jewish Encounters

November 2025



WHAT IS ONE2ONE

ENTER’s One2One connects teens from Israel and around the Jewish world for a series of one-on-one conversations. Teens are matched based on shared characteristics and interests, and then meet for five online encounters, with suggested conversation topics.

Over 12,000 teens have taken part to date.

Platform Expansion

One2One’s vision is to continue engaging diverse teen audiences through multiple languages and cultural contexts, while expanding its reach to young adults, educators, and other target audiences.

Strategic Focus

Identify best practices and reasons why partners choose One2One in order to scale for multiple audiences and institutional needs

Research Foundation

Eight strategic partner interviews conducted in 2025, combined with four years of evaluation data. The interviews included representatives from international partners (RootOne, BBYO, UJIA UK), major synagogues, leading Jewish Day Schools (Berman Hebrew Academy) and Israeli partners including school principals and senior Ministry of Education executives.

One2One's Strategic Development Framework

This report outlines a strategic development framework for One2One, focusing on its evolution from the pilot phase to a fully established program for teenagers, and from there to a versatile platform for fostering Jewish encounters (mifgashim) for diverse Jewish crowds.

The analysis, based on annual evaluation data from 2021-2024 and strategic partner interviews conducted in 2025, identifies:

Proven practices that foster
impactful participant experiences

Partner motivations for
participating in One2One

Pathways to scale One2One for
multiple audiences and institutional
needs

*"The wonderful thing about
One2One is that there's no adult
present. It's two teens."*

Dr. Tziona Levi, Israel's Ministry of Education

Peer Relationships Deepen Belonging to the Jewish People

Since its 2021 founding, One2One demonstrates that authentic peer relationships between Jewish teens deepen their sense of belonging to the Jewish People without requiring international travel or formal curriculum.

Over 12,000 teens have participated to date in virtual Mifgashim where individual peer relationships are a foundation for nurturing a deepened sense of belonging to the Jewish People.

The program succeeds by trusting teens to drive their own conversations while providing just enough structure to facilitate dialogue with educational depth.

"One2One works because it is scripted enough to prevent silence, but flexible enough to allow teens to take the conversation where they want to go."

Jonathan Fass, Senior Managing Director, RootOne

Why Online Mifgashim Create Lasting Impact

Universal methodology

ENTER balances structure and autonomy across all its One2One partnerships, whether with RootOne participants preparing for Israel trips, synagogue teens exploring Jewish peoplehood, Israeli students practicing English and Spanish through authentic cultural exchange, or Jewish day school students strengthening their Hebrew through conversations with native speakers.

Adaptive framework

ENTER's One2One platform approach recognizes that different populations need different entry points and support systems, while maintaining a consistent core methodology: pairing individuals for authentic conversations that develop into meaningful relationships and expanded Jewish consciousness.

Strategic Framework for Platform Expansion - A Four-Part Analysis

What Works for Teens

Authentic peer relationships and participant-driven meaning-making

Best Practices

Scalable approaches for creating quality matches, educational integration, and operational excellence

What Works for Partners

The value that partners receive when using the One2One platform

Partnership Models

Four distinct approaches ENTER uses for expanding to new populations while maintaining core effectiveness

""My gut feeling, my general opinion is to let the kids be kids. It's not school. It's not about doing a project on the other kids. It's a schmooze. It's making friends."

Adam Waters,
Director of UJIA Israel Experience, UK

Value for Teen Participants

- 01 Authentic Cross-Cultural Connection
- 02 Participant- Driven Learning
- 03 Jewish Self expression
- 04 Deepened Belonging
- 05 Language and Cultural Learning

*“finding a voice through One2One -
The supportive peer environment removes the fear of judgment that silences many language learners.”*

Iris Malka,
English Coordinator, Revivim High School, Israel

Value for Partner Organizations

- 01 Institutional Alignment Without Overhead
- 02 Enhanced Education
- 03 One2One Advocates
- 04 Measurable Outcomes
- 05 Language and Cultural Learning

"It's another important thing for me to say to the Board... here's another thing that the Hebrew department is doing. Don't think we're sitting back and just teaching the same curriculum that we've been teaching for the last 20 something years."

Rene Isser,
Hebrew Department Chair, Berman Hebrew Academy

Best Practices

One2One partnerships achieve strongest outcomes when they maintain the program's foundation of authentic peer relationships and participant-driven dialogue while adapting integration approaches to fit each organization's capacity, educational priorities, and institutional structure.

Facilitating Impactful Relationships

Algorithm-based matching considers participants' hobbies, interests and character traits to create meaningful partnerships

Supporting Teen Ownership While Ensuring Quality

Teens drive meaningful conversations and maintain agency over their relationship development

Educational Integration That Amplifies Impact

Embedding One2One experiences into broader educational frameworks through systematic preparation

Operational Excellence That Sustains Partnerships

Systematic practices prevent confusion through clear communication protocols, streamlined information flow, and continuous documentation

Four Partnership Models

One2One currently works through four distinct partnership models, adapting its core peer relationship framework to diverse contexts:

Individual Motivation Through Incentives

Incentives are offered: vouchers for Israel travel, community service hours, etc. Virtual relationships make Israel personal before arrival.

Community Programming for Enhanced Reach

Congregations integrate One2One as a signature youth program: Teens become community ambassadors, sharing experiences.

Curriculum Integration for Systematic Impact

Teachers embed One2One directly into language courses: Students practice language skills & deepen Jewish belonging.

Leveraging Infrastructure for Scale

Youth movements integrate One2One into Israel programming: Teens register through their movements, and deepens Israel engagement.

Want to learn more about the
One2One model?
Click here for the [final report](#)!





The Jewish Peoplehood Alliance
היוזמה לקידום עמיות יהודית



ONE2ONE

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