

Change Lab in a Changing Economic and Social Environment

The COVID-19 crisis has thrown us all into a period of great uncertainty. Like everyone, we are preparing and responding as we are able. For the Change Lab team we easily (pretty easily) transitioned into working from home and utilizing communication platforms (Discord, Trello and Zoom) to conduct frequent meetings and for a place to share questions and problems encountered.



After three weeks of that now we are thinking of some ways to have a bit of fun together and take off some of the weight of worry about how this will all turn out for we humans.

So far, we have started taking a break to play a virtual game together and contemplating a Change Lab musical library, or have a weekly contest to award prizes for the best, most uplifting, video that we submit. Any ideas, let us know.....



As we continue making progress remotely, we know we will soon be back to building relationships in our new office location!

[Take a Look!](#)

Our website platform is progressing!

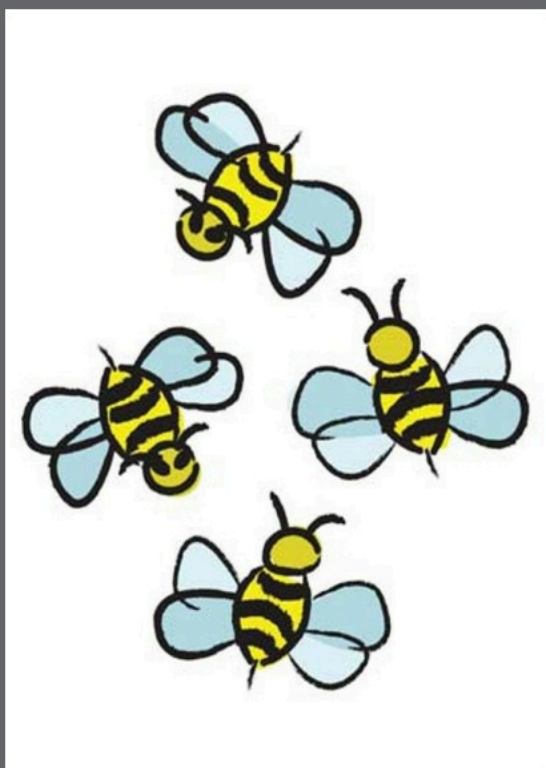
We are ramping up the back-of-the house engineering and the front-of-the-house design.

It's pretty exciting and we hope will build the community on our site that we envision. Coming in 2020.

www.yourchangelab.com



Here's what we've been working on



First Course

--

Introduction to Major Gifts

Exercise #1

Buzzing for Donors

Engagement that finds potential donors



Exercise #4

How to Ask

It's all about getting the appointment and making the face-to-face ask and serves up some pretty delicious skills to be successful

Want to be part of our beta testing?

[Sign up here.](#)



Ready in a few....!



Hungry?

Soon we will be sending you a link to take a bite out of the apple and taste a tiny bit of the *Introduction to Major Gifts* course.

We have a prototype just about polished up.



Exercise #2

Major Donor Roundtable

Reviewing choices of how to find and listen to the best advisors as they shape what you may know about your prospect.
Hmm.

Change Lab Team Spotlight



This Spring we have enjoyed the support of 14 interns, including a User Interface Designer, Graphic Designer, Educator, Game Developers, Animators, Web Engineers and Philanthropy and Business Interns. Whew. [Here's a peek at some pretty talented people.](#)



We care about the nonprofit community and know many organizations who are struggling and worried about what to do next. We just prepared this presentation that may help. View [here](#).

Lighting Up Grant Support



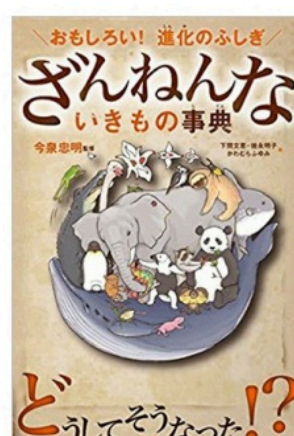
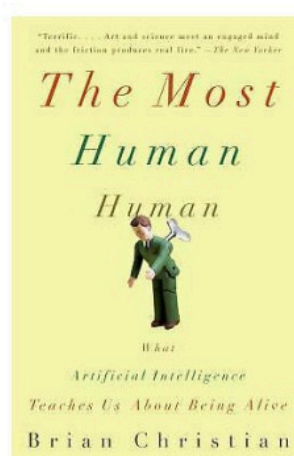
As part of our revised strategy in this marketplace, we are shifting some of our focus from early seed investors to grant

support from the foundation community.

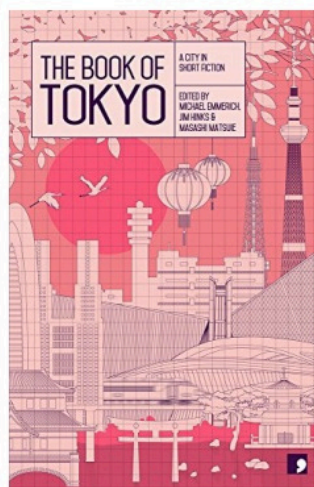
Now more than ever, nonprofits need to achieve good outcomes. We are pioneers in an exciting, well-documented, online learning platform that will deliver. If you have foundation leads/ideas to share, please do. We're on it.

What Are We Reading Right Now?

Nancy Brimhall's favorite at the moment, *The Most Human Human*, by Brian Christian. In this book, Christian goes to participate in the world's most famous Turing test, the Loebner prize in Brighton. He serves as a human blind, chatting with people through an interface, who then have to decide whether he is a human or a chatbot. The true point of the Loebner prize is to see whether any of the chatbots can convince the judges of their humanity – there is also a jokey prize offered to the human blind who the fewest participants mistake for a robot. Receiving the Most Human Human award was Christian's goal.



Matt Sandfrey is reading (in Japanese), *Encyclopedia of the World's Most Unfortunate Animals*, by Tadaki Imaizumi, and *Mummy*, by Banana Yoshimoto, from *The Book of Tokyo, A City in Short Fiction*.



Next Update: We will focus on our educational research and the model we are using, including why it works and how data will allow us to personalize our courses for the learner! And, wait, wait there's more, we'll be posting some VR on the new website, download free, that provides the experience of showing a potential donor through a yet-to-be-building. We'll tell you more soon.



How Can You Help?



We are flying along and getting ready to move out of the self-funded phase.

Boot-strapping to get the product built, and the content thinking required, though a tedious effort and one that took much longer than we imagined, has been worth the journey.

Now, we're ready to start hiring and get to market. We have courses lined up...just need to pull a paid team onboard!

So, to do that we have a crackerjack business intern group and are polishing and updating the business side to begin reaching out to funders.

If you would like to see our **Pitch Deck** or the **Business Plan**, just use the email below to request.

info@changelab.studio



Follow us on Instagram @yourchangelab



Looking ahead!

Shhhh..... we have a philanthropy game app in mind and, oh by the way, over 50 additional courses we have in the hopper.

Find more at www.changelab.studio

Change Lab TM is a project being developed through the early support of www.brimhallassociates.com