NANCY BRIMHALL NOVEMBER 16, 2026

Community Highlights: Meet Nancy Brimhall of Change Lab

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Today we'd like to introduce you to Nancy Brimhall.

Hi Nancy, so excited to have you on the platform. So before we get into questions about your work-life, maybe you can bring our readers up to speed on your story and how you got to where you are today?

I see our Change Lab founding and my entreprenurial

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it was a problem meets the nonprofit sector (a silently growing giant) at a time when I bore witness to it being constantly and vastly under resourced and under educated. That's us. That's where Change Lab slipped in.

We wanted to make nonprofits more successful. Simple as that.

Not even two years after we launched in late 2024 and we already have a very large (62%) open rate for our quarterly newsletter and a very large click through rate (21%) and 1,500 or so followers. It's remarkable. And, we think, our first really large University partner in the South as we engage in the needs of the grassroots community.

That says to me that we have an audience ready to hear what we have to say and an audience that knows they need help and that we have captured their attention.

There is a lot of noise out there trying to attract nonprofits for CRM purchases, AI agent this and AI efficiency that, and lecture/video trainings. And, then us. I have spent over 30+ years working in nonprofit organizations (very big and very small) and have been consulting for half of that time. I guess I have a thing or two to say and a creative mind that has attracted a fantastic team that has been willing to make Change Lab, together. There is no better way.

Alright, so let's dig a little deeper into the story – has it been an easy path overall and if not, what were the challenges you've had to overcome?

The struggles are endless if you obsess about that. Anyone thinking life as an entrepreneur is full of the feast or riches and roses, is in for a rude awakening. Every day is filled with "other duties as assigned" and pushing back the fear of the unknown. On the other side are the moments of pride in what you have accomplished, the enjoyment of seeing your good work and that of your team rewarded and regarded for

I suspect I would be seen as a high achiever, in that I am always thinking about where we can go next, what we can build, and who should I be talking to that will partner with us. It's a buzz in your head that never stops. It's a rush of course, but it's also full of enough awareness to realize that you don't quite know the path to get there but maybe have a dna with just enough of a mix of crazy meddle and cheek to get there. I always describe it as feeling like diving off a high dive into a swimming pool without water but somehow you know by the time you get there, water will be waiting.

We've been impressed with Change Lab, but for folks who might not be as familiar, what can you share with them about what you do and what sets you apart from others?

Change Lab is immersive learning for nonprofits. We are a talented group of designers, engineers, inventors, and seasoned nonprofit collaborators. We design best-in-class, high-retention learning experiences for forward-thinkers. Our courses, experiences, and services encompass 2D and 3D animation, gamification, augmented and virtual reality, and artificial intelligence starting with a deep research for donor profiling. It is fresh, new and completely on target! Change Lab is an online platform and a learning method (we have live trainings too!) that you can't easily forget; bringing retention from 5-15% with reading, lectures and videos to 75%+.

We provide technology-driven resources to individual staff members, teams, board and committee members, and anyone interested in the nonprofit sector eager to learn. Our approach incorporates the latest research and technology applications to outcomes (I literally cried when we ran the first prospect deep dive profile after months and months of designing. It was that good.) Or, as one of my senior colleague said recently, "This is impressive."

I always like to say that Change Lab has a personality, too, that is forward-thinking, understandabe, engaging and unique. We're:

.forward-thinking
.inventive
.engaging
.guiding/mentoring
.passionate
.provocative
.unorthodox
.experienced
.challenging, and,
.dynamic

Can you talk to us a bit about happiness and what makes you happy?
Understanding happiness for me I suppose is a bit illusive. I am personally happiest when I have moments of visual beauty, matched with quiet reflection. I remember when I lived in Boston I could effect the feeling on a cold winter day with a visit to the Isabella Stewart Gardner Museum. That moment of walking in to see and smell the magnificant inner three story courtyard and all of its magical spring plantings was that exact quiet visual moment of utter peace.

Setting aside the discord of war, trauma, injustice and evil that we all battle back daily, my camera is full of California's stunning orange sunsets, fantastic clouds, shiny buildings after a soft rain, interesting objects, interesting people of all kinds and faces I love. It's the quiet bliss of life going on around one I guess. I seem to have been created ridiculously happy.

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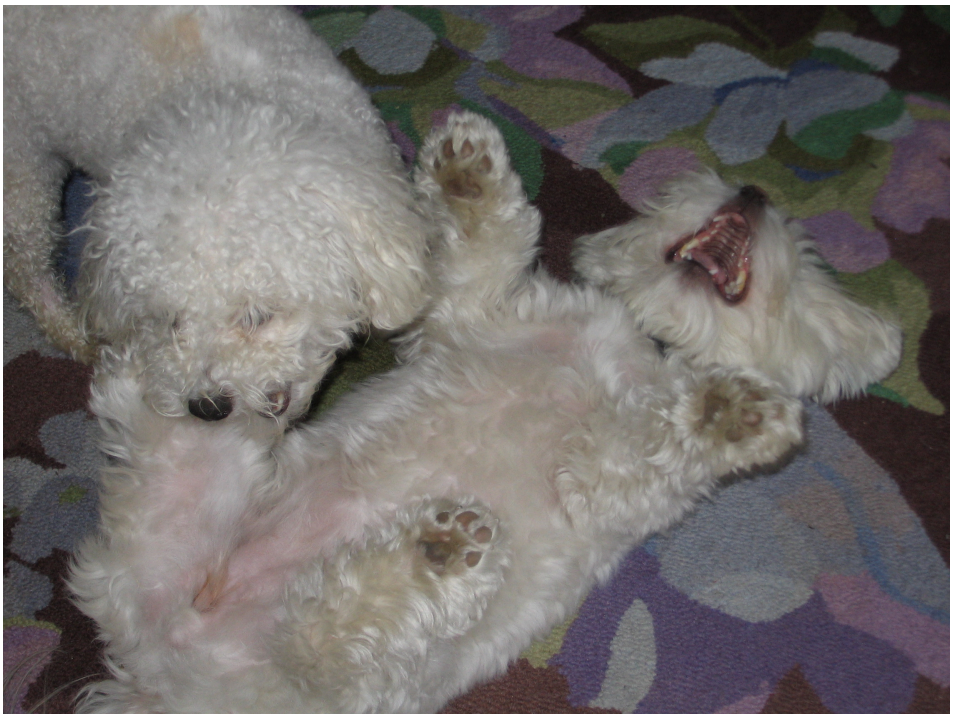

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