



**Change Lab<sup>®</sup>**

# WHAT'S CHANGE LAB



There's something different going on here. This is not the same old lectures and videos. Nope. We're talking interactive. If you are working in a nonprofit or volunteering, these educational courses and immersive experiences are for you. They're not only cool and amazingly fun, but hey we already know from our research -- working at your own pace, engaging in experiences and having fun is how we all learn the best.

We are designing a retention-high learning experience that works with you through the how and the why. It's the real-life practice that can prepare you for greater success.

The seasoned nonprofit experts who developed the curriculum are extraordinarily talented knowledge-leaders. And, we added coaches to help you on the job or with your volunteering.





We're calling it  
the "thinking labyrinth."





# Major Gifts, Part I

Here's a sample course teaser :

## Cultivating Your Prospects

a series of inventive games help you hone in on understanding and engaging your prospects

## Major Donor Roundtable

select a group of stakeholders to help you rate your prospects

## Buzzing for Donors

learn to attract potential donors

## How to Ask

experiment with different strategies for asking face-to-face

## Keeping Donors Engaged

congratulations, you've got the money. how do you keep them involved and excited?



# What You'll Get

Creative training techniques that produce great content is just the beginning.

- Top of the game tech learning experiences
- Latest and best information from demand experts who are working ahead of the curve
- Coaching opportunities
- Feedback and knowledge to track progress
- Using virtual reality, walk a prospective major donor through a yet-to-be-built space. And much more.

# About Change Lab

Change Lab disrupts traditional non-profit teaching models by bringing interactive learning designed to educate by doing instead of telling. Mastering fundraising techniques is crucial for success, and our teaching models result in higher retention rates that actually stick. And, by the way, it's fun!

## *Gamification + Learning*

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Developed by a team of non-profit professionals, Change Lab emphasizes engagement that takes into account all learning styles. Games replace lectures, videos and reading. By introducing a variety of interactivity, (even virtual reality), more in-depth understanding and better recall emerges.

Change Lab reinvents the game, giving you the edge.



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Change Lab®

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Word tree featured in our DEI project  
Painting by Lei Chen