



A Window for Growth

Maximizing Excellence, LLC will celebrate 10 years in business in 2020. As we close the chapter on our first decade, we are dreaming and planning for what is to come. Looking through our window to the future, you can expect more of what we do best: partnerships, high impact, and creative solutions. We are kickstarting the year with a new team member, Brienne Schuler. Bri comes to us with over a decade of nonprofit fundraising and capacity building experience and will dedicate her time to growing the Maximizing Excellence footprint in Omaha, Nebraska.

With excitement in the air and growth on our minds, we are grounded by our intention to elevate our clients and the nonprofit sector through every decision we make.

We suspect that you might also have growth on your mind this decade. Just remember that growth for its own sake is futile. We have seen how there must be a vision and greater purpose driving growth to assure its relevance, usefulness, and ultimately sustainability. Mindset really is everything! And as we embark on a year of growth, we challenge you to think about growth differently.

Industry trends point to growing skepticism among donors that stands to impact the success of the nonprofit sector this decade. Our response: instead of prioritizing the short-term transaction, prioritize relationship building that will prove to be fruitful long term. We like to think of it like this:

- Growth in trust instead of growth in dollars.
- Growth in loyalty instead of growth in donor count.
- Growth in collaboration instead of growth in influence.

Trust, loyalty, and collaboration will yield not only stronger giving but a stronger and healthier nonprofit. We look forward to continuing this good work together!