

MOBILECAUSE
Calabasas
CEO:
 Sean MacNeill
Growth Rate: 206%

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MobileCause raises money for nonprofits through digital marketing campaigns. More than 100 nonprofits in the San Fernando Valley use the company's services, according to Chief Executive **Sean MacNeill**, who talks about his "plus one, minus one" management philosophy:

Growth Strategy: Our growth is a result of the passion and dedication of our employees. It's also important to have a team on board that can help bridge the traditional and digital channels for non-profit organizations.

Biggest Challenge: This industry is rapidly changing, and identifying and understanding the latest trends before they break is essential. Through research and constant communication with our customers, we can deliver innovative solutions that allow nonprofits to make a positive change in their communities.

Management Style: I believe in spending adequate face time with the team. I recognize that it might be unrealistic to have personal relationships with everyone, but simply saying "hello" and maintaining communication goes a long way. And there's something about hearing one's name called out for a job well done. Praise and positive feedback go a long way.

Outlook for 2018: We can expect to see contin-

Sean MacNeill



ued growth, but competition for funds is stronger than ever and nonprofits need to be savvy in how they inspire, capture and garner a community of supporters. Technology will continue to play an important role in improving donor engagement.

Growth Advice: I'm a strong believer in the "plus one, minus one" philosophy. If everyone does just one extra thing, even as simple as a "thank you," and you multiply that by 100, you create an environment where going above and beyond every day is the norm. On the other hand, if everyone does one less thing a day and you multiply that by 100, your company will never be able to advance to the next level.

— Joel Russell