



## Episode 15: A Fundraising Makeover

What changed after this nonprofit got a professional analysis of its fundraising efforts?

In episode 15 of Mission + Markets, host Heather Shanahan welcomes [Missy Hatley](#) of Legal Aid of North Carolina and [Shannon Williams](#) of Armstrong McGuire to talk about strategic fundraising. How can organizations be more effective? How can nonprofits get board members to play to their fundraising strengths? What's new and innovative in the world of fundraising?

And finally, could your nonprofit benefit from a thorough development assessment?

Want to hear more? Subscribe to [Mission + Markets](#) for more insights for nonprofits and mission-focused organizations.

### Resources:

Previous Episode: [Conducting an Auditor RFP](#)

---

### Legal Notice

This material is intended to be informational only and does not constitute legal, accounting, or tax advice. Please consult the appropriate legal, accounting, or tax advisor if you require such advice. The opinions expressed in this report are subject to change without notice. This material has been prepared or is distributed solely for informational purposes. It may not apply to all investors or all situations and is not a solicitation or an offer to buy any security or instrument or to participate in any trading strategy. The information and statistics in this report are from sources believed to be reliable



# CAPTRUST

but are not guaranteed by CAPTRUST Financial Advisors to be accurate or complete. All publication rights reserved. None of the material in this publication may be reproduced in any form without the express written permission of CAPTRUST: 919.870.6822.

© 2026 CAPTRUST Financial Advisors