



## 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?

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### Resources:

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