



Episode 2: Donor Engagement with Bob Murray

In the second episode of Mission + Markets, [Heather Shanahan](#), CAPTRUST director of endowments and foundations, is joined by Bob Murray, executive director of [Casual Simulation](#). Bob has more than 30 years of experience in the nonprofit and higher education development. The two discuss donor engagement, honoring your donor’s intent, and how to keep your organization’s story relevant as technology evolves. They also cover how a newer, startup-style nonprofit can partner with established organizations for success.

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Additional Resources:

[How Nonprofits Can Handle Major Gifts](#)

[Honoring Donor Intent | Endowment and Foundations](#)

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