



## Episode 23: Inside the Donor Mindset

In this episode of *Mission + Markets*, host [Heather Shanahan](#) is joined by CAPTRUST Wealth Advisor [Spencer Brown](#) to explore how individual donors are thinking about charitable giving—and what that means for nonprofits navigating today’s fundraising pressures. Drawing on insights from an advisor survey, they discuss common giving vehicles, evolving tax considerations, and the motivations that drive donor decisions. The conversation offers nonprofit leaders a clearer view into donor priorities, trade-offs, and opportunities to engage supporters more strategically.

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