

The Marketing and Fundraising Teams might be on opposite sides of the building or on different floors and it's hard to communicate and integrate in the fast-paced nonprofit sector.

Marketing and Fundraising are inextricably linked together. Success in marketing leads to success in fundraising and bringing these two departments together is a must.

Pull up a chair at a roundtable and take these first five steps to break down the silos between these two departments:



## Find a Roundtable & Actively Listen



## Define the Marketing & Fundraising Lingo



## Learn The Team Members' Strengths



## Create the Collaborative Environment



## Laugh Together

Meeting together regularly every week is the first step to integrating your marketing and fundraising departments or areas in your organization. Entering into these waters may be unique and a big change, but practice patience, actively listening and collaboration when you meet and you will soon be swimming together and moving in the same direction.