

Geoffrey W. Peters
President & CEO
CDR Fundraising Group

A fundraiser, lawyer, and manager, Geoff's involvement with nonprofit organizations goes back more than thirty-five years.

Geoff was formerly President of one of the USA's oldest direct mail fundraising agencies and President of Creative Direct Marketing International, a global fundraising agency specializing in European and Asian countries. For more than a decade he worked with international charities and their U.S. and European staffs on their direct response fundraising programs. In the past decade he has focused his energies on assisting North American nonprofits.

He is an internationally recognized expert on the regulation of nonprofits and their fundraisers in the U.S. and in Europe and is well known in North America as a volunteer attorney litigating landmark cases on behalf of nonprofits and the entire sector. In one case he assembled teams of volunteer attorneys to file briefs in a landmark Supreme Court case (Madigan) on behalf of charities, fundraisers and the sector's umbrella groups. Geoff personally represented the industry in the Supreme Court by filing a brief on behalf of DMA, DMA Nonprofit Federation, ADRFCO, AFP, DMFA, NCDC, etc. In another case he litigated on behalf of charities and professional fundraisers for six years against Pinellas County, Florida eventually winning these cases and more than \$300,000 in attorneys' fees which he then donated to American Charities for Reasonable Fundraising Regulation, a public interest law firm he established for the sector to do volunteer litigation when all efforts at lobbying and negotiation failed.

In addition to his volunteer legal work Geoff is well known as a "fundraising guru" in the words of one sector publication. Geoff spends a great deal of time as a volunteer teaching fundraising. His teaching credentials include more than eleven years of teaching at the graduate school level, presentations at more than 100 continuing education programs, (he has also published more than 50 articles, book chapters, and monographs on various topics), and regular contributions to courses on fundraising and direct response marketing.

Geoff is Past-President of the Direct Marketing Association of Washington and was a Board Member of the AFP-DC Metropolitan Chapter. He currently serves on the Advisory Council of the DMA-Nonprofit Federation. In March 2001 Geoff was awarded the DMA-Nonprofit Federation's Public Service Award for his various volunteer efforts on behalf of the nonprofit community. In 2004 he was recognized by the Direct Marketing Association of Washington for his volunteer service. In 2005 and again in 2006 he was cited by the Nonprofit Times as one of the 50 most influential leaders in the nonprofit sector in the United States and in 2006 he was recognized by Fundraising Success as one of the top ten men in fundraising.

Geoff has been involved in nearly every form of fundraising ranging from capital campaigns to deferred giving, major donor, annual fund, internet, alumni membership and fundraising, government grants and service contracts, corporate sponsorships, special events, cause related programs and, of course, direct response fundraising. He works with clients developing integrated fundraising strategies and direct mail fundraising programs in North America and consulting with international NGOs on new market entry and global marketing strategies.