

## Jeff Schreifels' Bio

### Senior Partner, Veritus Group

Jeff Schreifels has over 32 years of experience in non-profit fundraising. The first 8 years of his career Jeff worked on the non-profit side working for two organizations as Development Director.

In 1996, Jeff joined the Domain Group based in Seattle. There, Jeff as Senior strategist, lead a team that executed strategic plans and direct-response marketing for clients such as, Feeding America, Arthritis Foundation, American Cancer Society and the Salvation Army; among many others. Jeff and his team helped raise over \$200MM dollars for their clients over 12 years.

In 2009, Jeff joined Richard Perry, one of the former owners of Domain Group, to become Senior Partner of Veritus Group. Veritus Group is a major gift consulting agency that has taken the discipline of direct-response and applied it to major gifts. This is a unique approach to major gift fundraising. Veritus helps non-profits all over the United States and the U.K. by helping create, develop and manage mid and major gift programs. As senior partner, Jeff is responsible for client strategy, sales and marketing.

Jeff is also the co-author of a popular fundraising blog, which focuses on major gifts called "Passionate Giving" along with Richard Perry and a book called **It's Not JUST About the Money.**

Jeff is passionate about his family, relationships, philanthropy and travel.

