



VERITUS
GROUP

Building Authentic Donor Relationships

Jeff Schreifels
Principal and Owner, Veritus Group

Jeff Schreifels has over 32 years of experience in non-profit fundraising. In his role as Principal and Owner of Veritus Group, he has worked extensively with non-profit leaders and fundraisers to help them create transformational donor relationships.

At Veritus Group, Jeff has overseen the data analysis of thousands of donor files and has a deep understanding of the obstacles that hold organizations back from more relational fundraising.

Jeff's commitment to data and to building authentic relationships with donors began when he worked as a Senior Strategist at The Domain Group and led 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 The Domain Group, to become Senior Partner of Veritus Group. Veritus 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, Canada, Europe and the U.K. by helping create, develop, and manage mid and major gift programs.



Jeff is a lead author of a popular fundraising blog, which focuses on major gifts called "Passionate Giving," a regular host of the Nothing But Major Gifts podcast, and co-author of two fundraising books: "It's Not JUST About the Money" and "It's Not JUST About the Donor: The Ultimate Management Guide to Major Gifts Success."