

### About the Speaker

**John Greenhoe, CFRE**, has trained thousands in the art of major gift identification and qualification and is the author of the book "Opening the Door to Major Gifts: Mastering the Discovery Call," (2013, Charity Channel Press). The book has ranked as a No. 1 bestseller on two national nonprofit book lists.

A popular webinar presenter, Greenhoe has taught fundraising master's level courses at two universities and has delivered national philanthropy conference presentations in North America, Europe, Africa and New Zealand. Currently, he serves as Director of Principal Gifts at Western Michigan University.

Greenhoe began his fundraising career as director of development of the Greater Kalamazoo Area Red Cross, where he initiated comprehensive major gift and planned giving programs. He has a master's degree in philanthropy and development from Saint Mary's University (Minnesota) and is an Association of Fundraising Professionals Master Trainer.