

**Geoffrey W. Peters**  
**President**  
**Creative Direct Response**

A fundraiser, lawyer, and manager, Geoff has a J.D. degree, as well as an M.A. in social research and statistics. His A.B. degree is from Northwestern University. In addition to practicing law early in his career, he was a faculty member at Creighton University College of Law and at William and Mary's Marshall Wythe School of Law. In 1980, he was appointed as the youngest president and dean of a major law school in the United States.

Geoff's involvement with nonprofit organizations goes back thirty years. In addition to his service as a president, dean and a faculty member at various educational institutions, Geoff has served as Chairman of the nonprofit Mid-America World Trade Center, as a fellow of the American Bar Foundation, as Chairman of the nonprofit Council for Government Reform, and in numerous voluntary roles with the American Bar Association, various State Bar Associations, the Conference of Chief Justices, the Association of Fundraising Professionals (formerly NSFRE), American Charities for Reasonable Fundraising Regulation, the DMA Nonprofit Federation, the Direct Marketing Association of Washington Board of Directors, and AFP-DC's Board of Directors just to name a few.

Geoff is currently President of Creative Direct Response, a 100% employee owned national fundraising agency located in the DC metropolitan area with more than 25 national nonprofit clients.

Geoff is an internationally recognized expert on the regulation of nonprofits and their fundraisers in the U.S. and in Europe. As such he has also had very extensive volunteer involvement using his legal expertise on behalf of the nonprofit community. He worked on efforts to secure changes on behalf of the nonprofit community to accounting rules embodied in the AERDO standards and the AICPA SOP 98-2 pronouncements. He has actively worked on reducing the burden of state regulation on nonprofits engaged in fundraising and has taught seminars both for nonprofits, fundraisers and even for state regulators on "smart but not burdensome" regulation. He has been co-counsel or lead counsel in numerous cases on behalf of nonprofits including Aid Association for Lutherans vs. U.S. Postal Service (preserving the rights of nonprofits to use their nonprofit mail permits), the Pinellas I litigation (regarding the rights of out of state fundraisers not to register) and the Pinellas II litigation (reducing the regulatory burden on charities registering to solicit funds).

In these latter two cases he devoted more than 800 hours toward these legal cases over a five year period, including appeals, and when both cases were decided in favor of the nonprofit community he contributed all of the legal fees awarded to him (well in excess of \$100,000) to American Charities for Reasonable Fundraising Regulation ("ACFRFR") a 501(c)(3) public interest law firm for which he serves as pro-bono General Counsel. ACFRFR continues to represent the nonprofit community under Geoff's guidance and has recently secured victories not through litigation but merely by writing letters to states expressing concerns about burdensome regulation of fundraising.

Between Thanksgiving of 2002 and January of 2003 Geoff was called upon to lead and organize the filing of Amicus Curiae (“Friend of the Court”) briefs in the Supreme Court of the United States in what became known as the Madigan case. He arranged for the filing of three briefs on behalf of various segments of the nonprofit community and raised funds and secured free legal counsel to support those activities. Geoff himself filed the Supreme Court brief on behalf of the “umbrella” organizations in the nonprofit community including: Association of Fundraising Professionals, Association of Direct Response Fundraising Counsel, Council for Advancement and Support of Education, The Direct Marketing Association and The Direct Marketing Association’s Nonprofit Federation, Direct Marketing Association of Washington, Direct Marketing Fundraisers Association, National Catholic Development Conference, and the National Health Council. He spent more than 350 hours of volunteer time working on this case which resulted in a vindication of nonprofit’s rights in the Supreme Court of the United States.

In addition to his volunteer legal work 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, direct response marketing, the regulation of nonprofit organizations and their fundraisers, etc. He has made more than 40 formal presentations to various gatherings of charities and fundraisers in the past three years alone including: AFP International Conference, AFP-DC Fundraising Days, AFP-NY Fundraising Days, DMFA, DMA-Nonprofit Federation, Philanthropy Monthly, National Federation of Nonprofits, International Fundraising Congress, the National Association of Attorneys General-National Association of State Charity Officials, Charity Channel, Nonprofit Excellence Conference, and others. 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.

As a former college president and in other roles within nonprofits and in service to them, 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. Internationally, Geoff has consulted or worked in direct response and other forms of fundraising in nearly 25 countries more than a decade. He has a breadth of knowledge about developing new fundraising programs in multiple markets. He currently works with clients developing integrated fundraising strategies and direct mail fundraising programs for more than 20 NGOs in North America and consulting with international NGOs on new market entry and global marketing strategies.