



Greg Warner

Greg Warner is CEO and Founder of MarketSmart, a revolutionary marketing software and services firm that helps nonprofits raise more for less. In 2013, Greg coined the phrase “Engagement Fundraising” to encapsulate his breakthrough fundraising formula for achieving extraordinary results. Using their own innovative strategies and technologies, MarketSmart helps fundraisers zero in on the donors most likely to support their organizations and institutions with major and legacy gifts.

Greg Warner is a pissed off donor. And the more this savvy marketing expert examined nonprofits’ fundraising efforts, the more incensed he became. His mission? Get non-profits back on track to creating value for their contributors, generating long-term donor support and avoiding populist fundraising that costs a lot but yields little impact.

A decade ago, Warner volunteered to help a charity close to his heart improve the effectiveness of their legacy gift lead generation and cultivation efforts with a fresh strategy. After implementing his plan, the organization generated more highly qualified leads—and uncovered more previously hidden legacy gifts—than it had uncovered in any single marketing campaign...ever.

After that initial success, Warner recognized that the greatest transfer of wealth in U.S. history was imminent thanks to the aging Baby Boomer population. So he decided to act. He realized that by combining his understanding of high technology with savvy marketing strategies and superior sales skills, he could help non-profit organizations increase the pace and scale of their legacy, mid-level and major giving efforts.

Having summarized these results in his new book, *Engagement Fundraising: How to Raise More Money for Less in the 21st Century*, Warner is disrupting how fundraisers raise more money, more efficiently.