

Jeffrey M. Prattas, M.B.A., CFRE

Founder and Managing Partner

Jeffrey is a seasoned community leader and nonprofit executive with experience positioning organizations for financial and programmatic growth. He has over 20 years of experience developing programs that meet the needs of multiple constituencies, using programmatic success to leverage increased investment by donors. Jeffrey is adept at facilitating change to support organizational objectives through new strategies, processes, technologies and leadership development. He has a strong background in financial resource development, communications and marketing, strategic planning, project and organizational leadership, human resource development and public speaking.

Jeffrey has worked in a variety of settings including the faith-based community, education, youth and camping, hunger relief, human services, animal rescue, healthcare, and financial and legal services.

He has helped organizations raise over \$50 million dollars to support the communities they serve, is Certified as a Fundraising Executive (CFRE), member of the Association of Fundraising Professionals, and the National and Minnesota Planned Giving Councils.

Specifically, Jeffrey has:

- Written strategic multi-year development plans and tactical annual development plans,
- Designed and facilitated seven- and eight-figure capital campaign/program feasibility studies,
- Directed donor recognition events, five- and six-figure annual benefits and golf tournaments,
- Created and led board training workshops
- Conducted organizational and departmental effectiveness audits,
- Developed and managed million dollar annual and planned giving campaigns,
- Successfully written four-, five- and six-figure funding proposals,
- Designed and implemented marketing, branding and communications programs,
- And, recruited and trained volunteers and staff.

Jeffrey has extensive expertise in the following core areas:

- Vision, strategy, and execution planning
- Annual, capital and planned giving campaign design and management
- Strategic partnership development
- Donor development, relationship management, direct response, and prospect research programs,
- Marketing and communications
- Grant writing and outcomes-based evaluation
- Systems, Process & Performance Improvement
- Team building & leadership development
- Event planning
- Social Media, networking, blogs, web 2.0 design

Jeffrey is a member of the Association of Fundraising Professionals (AFP), the National and Minnesota Planned Giving Councils, has been certified as a Fundraising Executive (CFRE) and is currently a candidate for the Grant Professional Certification (GPC).

Jeffrey lives in Golden Valley, MN and serves clients across the country.