

Greg Wilson, CAP®, CFRE, MS

In his 20+ years of frontline fundraising Greg has served in various leadership positions including Associate VP, Development/Chief Development Officer for Good Shepherd Rehabilitation Network and Good Shepherd Penn Partners, a joint venture with Penn Medicine, Director of Leadership Gifts and Planned Giving at Muhlenberg College, the Senior Director of Individual Giving at East Stroudsburg University Foundation, the Director of Development for Sisters of the Order of St. Basil the Great, and the Boy Scouts of America.

He is a certified Fundraising Executive (CFRE), earned the Chartered Advisor in Philanthropy (CAP®) from the American College of Financial Services, a MS in nonprofit management from Eastern University and a BA in history from Lebanon Valley College. You've probably also seen Greg in various Planned Giving Marketing YouTube videos focused on practical planned giving fundraising advice or speaking in-person across Pennsylvania.

- Greg's purpose-focus is:
 - Bringing proactive marketing & networking to your planned giving program
 - Helping you navigate the PG Marketing/vendor relationship
 - Coaching you through the process of building and achieving your planned giving program
 - Speaking to you and your staff in-person or virtually
 - Presenting to you, your staff and your AFP chapter or other association/group