

FOR IMMEDIATE RELEASE
July 28, 2014

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OPUSfidelis Develops One-Stop Shop Nonprofit Multi-Channel Fundraising Practice

RESTON, VA – David G. Lejeune, CEO of OPUSfidelis, announced the further development of a nonprofit multi-channel fundraising practice with a singular focus: help nonprofits accelerate growth and increase overall fundraising through innovative solutions and leading-edge new-media techniques.

“Eric Streiff is significantly expanding his role with OPUSfidelis, in addition to actively serving existing clientele,” Lejeune stated. **“Innovation is at the heart of OPUSfidelis’ ethos, and Eric will help integrate traditional and new media fundraising techniques.”** Eric is a veteran marketing and fundraising professional that has spent the last fifteen years serving nonprofits of all sizes in significant leadership roles. Prior to this he spent many years in New York City working in the marketing and creative services field serving corporations, design firms and advertising agencies including FAO Schwarz, Bergdorf Goodman, 1800Flowers, The Body Shop, and Federated Department Stores among many others...



His background includes leading broad client strategic initiatives, integrated marketing programs and complex fundraising efforts. This includes building successful fundraising plans, working directly with leadership on corporate branding, and driving strategic initiatives - all of which provide renewed growth and increased financial stability.

Eric has served nonprofit enterprises with budgets up to and exceeding \$100 million while directing complex multi-channel fundraising programs that include DRTV, direct mail, New Media, telemarketing, advertising, major and planned giving, online, and all other communications initiatives for organizations such as The International Fellowship of Christians and Jews, The Missionary Oblates, The Seeing Eye, Good Counsel Homes, and The Star of Hope Mission among many others.

His distinct background helps nonprofits be both effective marketers and successful fundraisers, while building financial capacity and assuring future sustainability.

Eric’s passion is helping nonprofits transition from limited-channel fundraising to a multi-channel, integrated program that drives sustainable and transformational growth.

For more information on OPUSfidelis, please visit www.OPUSfidelis.com or contact Eric Streiff at eric.streiff@opusfidelis.com or 703-436-1876.

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