

Greg Elfers
Chief Field Development Officer

Greg Elfers is Chief Field Development Officer of the American Diabetes Association (ADA), the leading nonprofit health organization dedicated to preventing and curing diabetes and to improving the lives of the nearly 21 million children and adults currently living in the United States with the disease.

As Chief Field Development Officer Elfers provides senior leadership and strategic direction for ADA's field operations, fundraising campaigns, and volunteer development. He joined ADA in January 2008.

During his 30-year nonprofit career he has held senior-level positions at all levels of operations, including chapter, field, and national.

Most recently he served at The Leukemia & Lymphoma Society as Senior Vice President, Revenue Development, with responsibility for all society revenue sources, including campaigns, corporate partnerships and sponsorships, direct giving and direct mail. He joined The Leukemia & Lymphoma Society in 1994, as Vice President of Campaign Development. During his tenure in that position, annual campaign revenue grew from \$32 million to \$290 million. The major contributors to the growth were the Light The Night walk and Team In Training. Team In Training revenue grew from \$3.2 million to more than \$110 million under his leadership.

Elfers also held a number of positions of increased responsibility with the National Multiple Sclerosis Society over a twelve year period, where he rose to the position of National VP of Fundraising. In this position, he was responsible for strategy development and execution of all fund-raising initiatives, including Special Events, Individual, Corporate, Foundation Giving and Direct Mail. Under his leadership, the Society experienced aggressive fund-raising growth, including a national roll-out of the MS 150 Bike Tour and development and launch of The MS walk.

Elfers earned a Bachelor of Science degree in education from Ohio University in Athens, Ohio and studied business and finance at Xavier University in Cincinnati.

