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**For Immediate Release**

## **CDR Fundraising Group CEO Geoff Peters Elected President of the Direct Marketing Association of Washington**

**CROFTON, MD** – Raymond Grace, CDR Fundraising Group chairman of the board, is pleased to announce that Geoffrey W. Peters, president/CEO, was elected president of the Direct Marketing Association of Washington. Peters will serve a one-year term.

A member of DMAW since 1994 and a frequent speaker at the organization's annual conference and other educational events, Peters was first elected to the DMAW board of directors in January 2005. In 2006 he served as DMAW's co-chairperson for its inaugural Bridge to Integrated Marketing and Fundraising Conference, pairing DMAW with the Association of Fundraising Professionals, Washington, D.C., chapter, in a joint conference venture.

As president of DMAW, Peters will serve as chief spokesperson and provide strategic leadership for the 1,500-member organization. Goals during his term include producing the 2<sup>nd</sup> annual Bridge to Integrated Marketing and Fundraising Conference; maintaining and improving services to members; and continuing to build DMAW as the largest, independent regional direct-marketing association in the United States.

"I'm honored to have been elected to this position and am grateful for the opportunity to 'give back' to the profession," Peters said about his recent election.

Peters' DMAW presidency began on January 1, 2007. Outgoing DMAW president Thomas Ugast will formally hand over the reins to Peters during the DMAW's annual Meeting of the Membership, to be held today.

"Geoff's volunteer work on behalf of the Association over the past few years has been a great service to our members," said Ugast. "I am confident that with his leadership as president, DMAW will continue to service the membership well. He has been instrumental in reinventing our annual conference and joining forces with AFP/DC. He has put together a strong team of volunteers that will help lead the organization into the foreseeable future."

CDR Fundraising Group delivers creative, integrated fundraising services uniquely tailored to each client. It provides a full suite of services, including direct-mail and advocacy fundraising, list brokerage and management, corporate sponsorship and mission-marketing assistance, workplace giving solutions, and organizational consulting. For more information on CDR Fundraising Group and its members, visit [www.cdrfg.com](http://www.cdrfg.com).