Meet the facilitator

John Greenhoe, MA, CFRE

John Greenhoe, MA, CFRE, is an internationally experienced fundraiser, educator and speaker with more than 25 years in the profession. He has trained thousands of fundraisers and presented to audiences in the United States, Canada, Brazil and South Africa, as well as across Europe and the South Pacific.

For more than three years, John has served Fundraising Institute Australasia audiences through workshops covering donor discovery, major gifts, donor retention, the case for support, donor psychology and fundraising confidence. His FIA courses include *Mastering the Discovery Call*, *Inside the Major Donor Mind* and *Creating the Compelling Case for Support*. His 2026 Discovery course received a Net Promoter Score of +67, an exceptional result and close to the commonly cited +70 benchmark for world-class NPS performance.

John is the author of the bestselling *Opening the Door to Major Gifts: Mastering the Discovery Call*. He is also a faculty member with The Fund Raising School at Indiana University Lilly Family School of Philanthropy and teaches in the Philanthropy and Development graduate program at Saint Mary's (Minn.) University.