



Interlochen  
CENTER FOR THE ARTS

# NMACN Fundraising Breakout Session

**May 3, 2022**

# Today's Session Roadmap

## Welcome!

### ➤ **Introductions** (15 mins)

Please briefly tell us your name, the organization you work for, and the biggest fundraising challenge you're facing right now.

## Reflection

### ➤ **Brief Presentation** (15 mins)

Tamara and Emily will briefly share some of their resiliency lessons-learned to set the table for our group discussion.

## Discussion

### ➤ **Questions & challenges** (30 mins)

Let's tackle our questions and challenges together.

## Your Hosts:

### *Tamara Tinhof, Director of Foundation Relations*



#### About Tamara

Tamara researches, prepares, and submits institutional grant proposals to private foundations, corporations, and government agencies, and ensures the proper stewardship of grants after they are awarded.

Tinhof previously served for 19 years as Director of Donor Relations and Development Communications at Whitman College in Walla Walla, Washington, including leading the fundraising communication efforts of a successful \$165.7 million comprehensive campaign, supervising the design and implementation of fundraising events, and managing stewardship staff and a portfolio of donors to the college.

A personal passion for creative writing and years of experience as a musical theatre, choir, and dance parent help inspire her work to secure grant funding that supports the outstanding experiences provided to talented and driven young artists at Interlochen.

[tamara.tinhof@interlochen.org](mailto:tamara.tinhof@interlochen.org)

## Your Hosts:

### *Emily Culler, Director of Leadership Annual Giving and Parent Philanthropy*



[emily.culler@interlochen.org](mailto:emily.culler@interlochen.org)

#### About Emily

Emily works closely with leadership annual donors (parents, alumni, and friends) to the Interlochen Annual Fund and IPR whose gifts support scholarships, artistic excellence, thoughtful journalism, and outstanding original public radio programming at Interlochen.

Before joining the Philanthropy team in the summer of 2015, Culler served as Manager of Campaign Planning and Board Relations at WGBH in Boston, MA, and as Development, Alumni Relations, and Outreach Officer at the Boston University Tanglewood Institute. She has nearly 20 years of experience as a non-profit and arts management professional specializing in development, campaign planning, community outreach, volunteer leadership, and donor/alumni relations for arts and public media organizations.

Culler is also a vocalist (soprano) and avid chamber musician. She is an original core member of the Boston-based Lorelei Ensemble and as a soloist, she has appeared with the Tanglewood Music Center Orchestra, the Boston Modern Orchestra Project, and the Marsh Chapel Collegium, among others. She continues to perform regionally in Michigan.

# Your Challenges:

*Add during session*



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*Add during session*



# Your Challenges:

*Add during session*



**Tamara**

# MISSION

Make a compelling case

Know your audience for each appeal

Align interest and need (avoid mission creep)

**Emily**

# AUTHENTIC VOICES

Who can best tell your story?

Who can best make the ask (broadly and individually)?

Internalizing the “Why?”

**Tamara**

# PIPELINE

Concentric circles of support - start with those closest to you

What's the mix? - Annual Fund, Major Gifts, and Grants

Keep an eye on the future

We are all in this together!

**Emily**

# PERSONAL CONNECTION

“Perfect is the enemy of good fundraising. Speak from the heart, and you won’t go wrong.”

“Show me that you know me.” Penelope Burke

“Each one, reach one.” John Bogley

**Tamara & Emily**

# THOUGHTFUL STEWARDSHIP & MISSION MOMENTS

Stewardship IS cultivation. (Emily)

From transactional giving to “surprise roses” (Emily)

Creating mission moments for donors (Tamara)

**FULL GROUP DISCUSSION:**

# **Tackling Our Challenges**

**Thank you!**

