



Sarai Hoffman

Senior Counsel

Sarai Hoffman is a strategist, creative problem solver and relationship builder with a track record of success in fundraising and managing effective development teams.

Prior to joining TWB Fundraising, Sarai served at The Joffrey Ballet as Chief Development Officer and as a member of the management team that grew the company from a \$15 million budget to more than \$20 million in five years. She established the company's first endowment and raised more than \$5 million to produce a reimagined, Chicago-inspired Nutcracker. Before serving the Joffrey, Sarai oversaw fundraising strategy and execution across 65 locations and 100 extension sites at the YMCA of Metropolitan Chicago, launched a \$40 million capital campaign for the University of Chicago Laboratory Schools and led development and alumni relations at The School of the Art Institute of Chicago. Sarai is a hands-on leader and coach whose broad experience includes major gift fundraising, campaign planning, grant-seeking, special events, annual campaigns and membership development. She is skilled at quickly assessing needs and creating action plans while inspiring confidence and trust among stakeholders.

While her values are centered on people and relationships, Sarai sees technology profoundly changing the ways in which we work and communicate. She is excited about helping mission-driven teams collaborate, make data-informed decisions, and make meaningful connections with constituents in the digital age.

Sarai attended the University of Utah where she earned a Bachelor of Fine Arts degree. Her personal interests include dance, music, psychology, Pilates and curling up with a book by one of her favorite authors: Jane Austen, Henry James and George Saunders. She is a member of the Association of Fundraising Professionals, the Association of Professional Researchers for Advancement and NTEN, a community of nonprofit tech professionals.

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