



Tanja Sarett, MA, CFRE **Managing Director**

Tanja Sarett, M.A, CFRE is a highly experienced nonprofit leader and development professional. She has worked in the nonprofit and foundation field for more than 20 years with organizations in the U.S, Germany and Israel.

Her expertise includes building fundraising capacity, increasing financial and programmatic viability, expanding visibility, and managing growth. Tanja's extensive experience in organizational leadership, strategic planning, program development, management and marketing equips her to create effective synergies between an organization's fundraising work and its critical success drivers, and to prepare nonprofits for the future.

Tanja's fundraising experience has focused on major gifts, individual and institutional giving, prospect research, moves management, annual campaigns, fundraising events, donor cultivation and stewardship, direct response, donor communications and e-marketing.

Prior to joining Carter, Tanja served as a Program Officer at the Harold Grinspoon Foundation, a major international Jewish foundation. As a senior member of the fundraising team, Tanja maximized the philanthropist's multi-million-dollar investment and spearheaded growth, fundraising and communication strategies to strengthen the foundation and its flagship program PJ Library.

Previously, Tanja served as executive director of a regional Holocaust Museum in New York where she revitalized the museum's fundraising, marketing, finance and program operations. There, she increased the number of donors and overall gifts, as well as income from benefit events. As a fundraiser for JASA, a social service agency for the elderly, and The Abraham Fund Initiative, Tanja built fundraising infrastructure and brought in funds through special events. Tanja's career path includes leadership positions with The International March of the Living, DGB Youth in Munich, and The International Youth Meeting at Dachau. She spent her early career at the German Museum in Munich, the Munich Youth Council and the International Munich Trade Fair Association.

Throughout her career, Tanja has engaged with many organizations and institutions, including cultural organizations and museums, youth organizations, social service agencies, labor unions, Jewish federations and community centers, international organizations, synagogues and churches, and foundations.

Board Membership & Community Involvement

Tanja is an active member and leader in her community. She is a trustee of the Jewish Professional Network in New Jersey, a longtime Slingshot Guide evaluator and volunteer at the AFP Fundraising Day in NY. She cofounded a Jewish community group which she has co-led since 2005. Tanja is an alumna of "The Conversation. Jewish in America" and is a member of AFP, Women in Development, JPRO and BoardSource.

Personal

Tanja graduated with a M.A. in political science from the University in Munich (LMU) and received a diploma in Public Relations from the Bavarian Academy of Advertising and Marketing. She holds a certificate in Philanthropy and Fundraising from NYC and a certificate in Management and Supervision from the Support Center in NYC. She received her CFRE credential in 2017.

Tanja was raised in Germany. She relocated to the U.S. in 2003 and now lives in Northern New Jersey with her family.