



Michigan Nonprofit Association

**FOR IMMEDIATE RELEASE**

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**Michigan Nonprofit Association Announces Hire of Claire Horlings as Business Development Officer**

LANSING- Michigan Nonprofit Association (MNA) is proud to welcome Claire Horlings as the organization's new Business Development Officer. In this role, Horlings is responsible for all business development activities which includes membership cultivation and retention, network growth, customer service strategy and sales. Serving on MNA's senior leadership team, she will expand strategic partnerships and ignite membership growth.

Horlings joins MNA with over a decade of experience in the for profit and nonprofit sector, with a focus on relationship management, fund development and marketing. She most recently served as the vice president of development at The Colossian Forum in West Michigan where she led fund development campaigns. Before that, she oversaw fund development for Kent District Library, the largest public library system in Grand Rapids' Kent County. "Claire's depth of experience, innovative ideas, and commitment to MNA's core values, mission, and vision made her the ideal candidate," says Kelley Kuhn, MNA's vice president. "Her leadership skills, passion for fundraising, and first-hand experience working in Michigan's nonprofit sector make her an exceptional relationship builder. We are thrilled to have her on our team."

Horlings holds a BA in Journalism from Michigan State University and has extensive fundraising training from Indiana University's Lilly Family School of Philanthropy. She is vice president of the West Michigan Asian American Association and is a STRIVE mentor and member of the Rotary Club of Grand Rapids.

"Having both worked in and volunteered in the nonprofit sector, I understand the challenges nonprofits face. MNA is uniquely positioned to provide critical resources and advocacy on behalf of nonprofits across our state," said Horlings. "I am excited to strengthen relationships with our members and help raise awareness about all that MNA has to offer."

**ABOUT MNA:**

*Michigan Nonprofit Association is a nonprofit 501 © (3) founded in 1990, to strengthen nonprofits and the communities they serve by advancing collective power, knowledge, systems, and strategy. MNA is a statewide membership organization dedicated to promoting and supporting anti-racism and social justice in the nonprofit sector. For more information, visit [www.mnaonline.org](http://www.mnaonline.org)*

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