

Tapping Into the Power of Story to Enhance Your Donor Visits

A Narrative Philanthropy Workshop with Norma Cameron, CFRE

Tuesday, October 4, 2011
Grant MacEwan University
CN Conference Theatre
Room 5-142, 10700 104 Ave

08:00 Registration
08:30 Start
10:15 Nutrition Break
12:00 End

Cost*: **CAGP Members/Gold Associates \$30**
 Non-Members \$40

*A credit card number is required to guarantee registration; the credit card will not be charged if cash or cheque payment is provided at the door. Cancellations or substitutions must be received at least 48 hours before the session, or the credit card will be charged. Please make cheques payable to "CAGP Alberta North". Receipts will be provided.

RSVP (by Friday, September 30, 2011) to
beverly.sawchuk@stollerykids.com or (780) 431-4614

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While most of us understand the important role stories play in helping our donors (or clients) realize their philanthropic dreams, what we sometimes forget is the crucial role ***we play*** as storytellers. "You" are, without a doubt, the greatest communication medium at your disposal.

Join Norma for this workshop and develop your storytelling skills from the 'inside out'. Sounds simple, but to be able to deliver stories in a convincing and compelling way during your donor visits, you first need to discover your own philanthropic 'personal narrative', then understand how to choose, learn, and tell stories that incorporate not only your head and mouth, but that magical ingredient: ***your heart***.

If you're ready to take a walk on the wild side, embrace listening and exercise your creative and perceptual agility, then this workshop is for you!

Norma Cameron is a writer, fundraiser and professional storyteller. Through her business, **The Narrative Company**, formed in 2006, she helps people and organizations understand and apply the power of story. Norma has over 25 years experience in communications, fundraising, organizational development and consulting. As an engaging keynote speaker and seminar leader, she works with public, private and non-profit sector clients. As a seasoned storyteller, she has performed at conferences, concerts and festivals across Canada and in the UK and USA.

A very special thank you to **Grant MacEwan University** for sponsorship of this event.