



CAGP-ACPDTM

The **Top 6** Webinar Series

W4: Talking to Donors & Clients about Philanthropy: A Discovery Dialogue

February 22, 2012 at 12p.m EST
Norma Cameron

Webinar description:

Something as simple as asking questions and listening, really listening, to the answers can be an incredibly successful way of building long-term, trusting relationships with donors and clients. However, some topics are easier to discuss than others. For instance, asking about a person's philanthropic goals or their legacy, can sometimes feel a little awkward.

As someone who has spent years engaged in conversations with wealthy prospects and donors about these topics, Norma has developed ways to initiate and maintain such conversations. Trained as a journalist, she combined her genuine curiosity in others with basic interviewing techniques and created her *Philanthropic Discovery Dialogue* process. Join Norma for this webinar and learn how to incorporate this into your work with donors and clients.

About Norma:

After 20 years in fundraising and communications, Norma formed her own consulting practice, *The Narrative Company* in 2006 to teach organizations and individuals how to tell their stories "strategically". As an engaging keynote speaker, facilitator and professional storyteller she has presented at various conferences, concerts and festivals across Canada, UK and USA. She is also the past President of Storytellers of Canada, a CAGP faculty member and certified *Guided Autobiography* trainer.



For more information about Norma, please visit her website by clicking [here](#).

