



LEAVE A LEGACY™

Windsor Essex CAGP RoundTable

To celebrate LEAVE A LEGACY™ month the Windsor Essex CAGP-ACPD RoundTable is hosting a workshop and luncheon with Norma Cameron, a seasoned storyteller and fundraiser, who has presented at conferences, concerts and festivals across Canada, the United Kingdom and the United States.

May 18, 2011

*A Narrative Philanthropy Workshop: Tapping into the Power of Story
8:30 a.m. – 11:45 a.m. followed by
LEAVE A LEGACY™ Luncheon: Discover the Narrative Approach to
Building Relationships 12:00 noon – 1:30 p.m.*



Norma Cameron, CFRE
Storyteller & Narrative Consultant



STRONGER COMMUNITIES TOGETHER™

A Narrative Philanthropy Workshop: Tapping into the Power of Story

8:30 a.m. – 11:45 a.m. Willistead Manor, 1899 Niagara St.

Workshop Description:

Something as simple as a “well-crafted story” is the most powerful tool you can use to create an emotional engagement with your prospects and donors to build long-term, meaningful relationships. At a time when technology provides us with lots of shiny new ways to communicate at lightning speed, organizations have an even greater need for compelling content that can be adapted and used across multiple media platforms. Having an inventory of strategically chosen and well-crafted stories can provide that compelling content.

Participants will:

- identify, gather and use stories *strategically* to advance your mission
- maximize the power of stories in your communication activities throughout the donor cycle
- use stories to take people to the frontlines of your “mission in action” using language people can understand
- hone your storytelling skills by tapping into the “wisdom of the elders.

And, of course, hear some stories.

Leave a Legacy Luncheon: Discover the Narrative Approach to Building Relationships

12:00 noon – 1:30 p.m. Willistead Manor, 1899 Niagara St.

Luncheon Keynote Description

We all know that listening well, gathering and telling stories are key skills in establishing and building relationships with our donors and clients. Accompanying the rise of social media, the "Narrative Approach" is growing in popularity in both the corporate and nonprofit world. Are you interested in learning more? Then, why not join Norma Cameron who will explain how to shape the content and flow of conversations to gain a deeper understanding of your clients' and donors' values, financial and philanthropic goals and motivations. Learn how curiosity and empathy can help you deliver truly 'other-centred' service and forge lasting relationships.

Fees:

Workshop and Luncheon: CAGP & AFP members \$65/ Non-members \$80

Luncheon only: CAGP & AFP members \$20/ Non-members \$35

Profile

Norma Cameron is owner and principal of *The Narrative Company*, formed in 2006 to help 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.

Like a good Scot, when she arrived in Canada, she went to work in a bank. Three years later, she returned to school to study journalism and creative communications. She started working in the nonprofit sector in the late 80's and has never looked back. She has worked with a variety of nonprofit organizations in the arts and social service sectors as well as at the Universities of Prince Edward Island, Manitoba, British Columbia and Victoria.

She is a faculty member for the *Canadian Association of Gift Planners*, and teaches their intensive 5-day retreats at the Banff Centre (the longest-running course in Canadian philanthropy). As a volunteer, she sits on CAGP's Educational Committee, the editorial committee for the *Gift Planning in Canada* journal and TEDxVictoria.

As an accomplished trainer and facilitator she has delivered workshops across Canada to groups as varied as Canada Parks, Manitoba Contemporary Dancers, Victoria Estate Council, Knowledge Network (Public TV) and SaskCulture Inc.

She has been involved in teaching storytelling and conducting Narrative Projects since the early 90's and as a certified Guided Autobiography trainer she helps individuals write and tell their life stories.