



Norma Cameron, CFRE

Norma Cameron is owner and principal of *The Narrative Company*, formed in 2006 to provide consulting services focused on creating donor-centered communications and fundraising strategies, tapping into the power of story, to generate passion and motivate action. Her client list includes a variety of charities and causes: health, education, animal welfare, poverty relief, public broadcasting, etc.

Norma has over 25 years of experience in fundraising, marketing & communications, training and facilitation. Originally from Scotland, she worked in the banking sector before returning to school to study journalism and creative communications and soon found her calling in the social profit sector.

In addition to working in the sports, social services and community foundation sector, she has held senior fundraising positions at various universities across Canada. She has a successful track record in securing multi-million dollars gifts from individuals, writing successful direct mail and campaign materials, and negotiating multi-million dollar corporate partnerships.

She has been a CAGP faculty member since 2007 teaching the Original Gift Planning ("Banff") course as well as developing and teaching the Bootcamp: *Strategic Gift Planning for Major Gift Professionals' course*. She is a CAGP national board member, sits on CAGP's *Education and National Conference Program Committee*, and is a member of the *CFRE International Advisory Council*.

She has delivered workshops and keynote presentations at national and international conferences. And, as a seasoned storyteller, she served for 6 years on the national *Storytellers of Canada* board (including 2 years as their president) and has performed at concerts and festivals across Canada the UK and USA.

For more information, check out Norma's blog: <http://normacameron.wordpress.com/>