

# Story Skills and Telling Tales: A day-long storytelling immersion for nonprofits

*Presented by Volunteer Victoria*



## Thursday, October 28, 2010

9:00 am - 4:00 pm

### **About the workshop:**

Learn how to create and tell powerful stories to: demonstrate the impact of your organization's work in the community; attract and retain your key supporters (donors, staff and volunteers); and identify and build resources to create impactful presentations as well as engaging newsletters, donor correspondence and media releases.

You will participate in warm-up exercises, visualization and other ways to stretch your creative muscle, before delving into working on individual stories. Techniques covered will include storyboarding, creating a storyscape, viewing the story from various perspectives, and developing a deeper understanding of the motivations of your characters.

Attend this unique day and learn how to:

- Lift a story off the page and give it a three dimensional existence.
- Focus on opening out the structure of your story, making it strong enough for telling.
- Use writing, visualizing, structure, imagery, character and dialogues to develop a unique and personal version of the story.

And, of course, you'll share the wonderful experience of telling stories to an engaged, welcoming and "hungry for stories" audience. It promises to be intense and lots of fun but is definitely a "workshop" - so come dressed comfortably and prepared to participate. Everyone also needs to bring one specific work-related story they are already familiar with (and intrigued by), but wish to explore further in order to tell it from a richer, deeper and more informed perspective (more on this once you register).

### **About the facilitator:**

Norma Cameron has over 20 years experience in performance storytelling, fundraising, communications, and training. As a professional writer and storyteller, Norma has performed at festivals, conferences and schools across Canada, the UK and Northern Ireland. She also has her own business, The Narrative Company, and works with a variety of clients including the Rick Hansen Foundation, Knowledge Network and various nonprofit organizations as a narrative consultant. She is also a faculty member of the Canadian Association of Gift Planners and teaches their Gift Planning Courses and sits on their national education committee.

### **Location & Pricing:**

Cadboro Commons Conference Centre, The University of Victoria

\$119 early-bird rate for Volunteer Victoria members if registered by October 7, 2010

\$155 for non-members, and VV members after October 7, 2010

### **How to register:**

Email [volvic@volunteervictoria.bc.ca](mailto:volvic@volunteervictoria.bc.ca) with your name & agency contact information. Then, follow up to secure your seat with Mastercard, Visa, cash or cheque payment (to "Volunteer Victoria") to 306-620 View Street, Victoria, BC V8W 1J6. Tel 250-386-2269. *(Note: Refunds not given after October 21, 2010.)*