

Professional Development and Networking for Nonprofit Fundraisers

## Why Storytelling Matters to You and Your Donors

### CONFR's Spring Conference

Thursday, May 12, 2011

8:00 am to 3:00 pm

Southern New Hampshire University,  
Dining Center Banquet Room  
2500 N. River Rd., Manchester

#### Principal Presenter: Thaler Pekar



Thaler Pekar is a leading voice in the field of organizational narrative and leadership story telling. The Founder of Thaler Pekar & Partners, a consulting firm specializing in persuasion and narrative, she is renowned for helping smart leaders and their organizations hone in on what they want and need to say so that listeners take action.

Thaler is featured in the book *Storied Careers: 40+ Story Practitioners Talk About Applied Storytelling*, and is a Featured Contributor to PhilanTopic, the Philanthropy News Digest blog. She is a frequent guest lecturer at the Columbia University Graduate Program in Strategic Communications; the Urban Education Leadership Program, Teachers College, Columbia University; and the Rutgers Center for Non Profit and Philanthropic Leadership. She is a member of the 2011 Selection Committee of *The New York Times* Nonprofit Excellence Awards.

Sponsored by:



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New Hampshire  
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## CONFERENCE SCHEDULE

### Morning Session

#### How to Find, Develop, and Share Your Stories

Does your organization have great stories about its impact?

Do you experience examples every day of how:

- Your staff is making a difference?
- Your clients' lives have been transformed?
- Your funders are delighted?

But do you fail to remember and share those stories when it would be most advantageous?

**Unleash the power of story** to connect with and engage audiences and move them to donate. In this engaging, practical, and interactive program, sought-after facilitator and communication expert **Thaler Pekar** will help you **find, develop, and practice delivering stories with passion** about your organization's impact and success.

You will learn why story is an **effective persuasive communication tool**, and you will rediscover and enhance your ability to **harness the power of story to achieve your development goals**.

You also will explore how to **sustain, gather, and share** client anecdotes and organizational narratives for **optimal impact with individual donors, foundations, and other contributors**.

### Lunch Program

- Presentation of CONFR's 12th Annual **Make A Difference Donor Award**
- Award Winning New Hampshire Storyteller **Rebecca Rule** will share one of her own home-grown stories

### Afternoon Panel

**Best Practices in Local Story Sharing: New Hampshire Success Stories**, Facilitated by **Thaler Pekar**



For more information or to register with a credit card, call CONFR at 603-724-6741 or visit our web site at [www.confr.org](http://www.confr.org)

### Who Should Attend

Executive Directors, Development Professionals, Board Members, Marketing Professionals, Website Administrators—**EVERYONE** who needs to learn and tell the stories about your organization to **individual donors and prospects**, in **foundation grants**, and to the **public**.

## Registration

Thursday, May 12, 2011  
8:00 am to 3:00 pm  
Southern New Hampshire University  
Dining Center Banquet Room  
2500 North River Road, Manchester, NH 03106  
*Directions to Southern New Hampshire University may be found on Mapquest or <http://www.snhu.edu/209.asp>*

### CONFERENCE PROGRAM FEES

Members		Non-Members	
<input type="checkbox"/> \$99	Professionals	<input type="checkbox"/> \$139	Professionals
<input type="checkbox"/> \$89	Board Members	<input type="checkbox"/> \$129	Board Members

Not yet a member? Prefer to register online?  
Go to [www.confr.org](http://www.confr.org)

\*Program fees include lunch & continental breakfast.  
Please indicate any special needs:

Total paid: \_\_\_\_\_

Check payable to CONFR and mail to:

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Mastercard  VISA

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**Additional registrations from my organization:**  
(See conference fees above)

Name \_\_\_\_\_ Amount Paid \_\_\_\_\_

Name \_\_\_\_\_ Amount Paid \_\_\_\_\_

Name \_\_\_\_\_ Amount Paid \_\_\_\_\_

CONFR COUNCIL ON FUNDRAISING

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