



PRESENTATION SKILLS 201
“CULTIVATING MEANINGFUL DONOR RELATIONSHIPS”
An interactive workshop for Nonprofit Leaders

For any organization to grow, they need long-lasting, mutually beneficial relationships. Whether online or face-to-face, your approach to developing donor relationships should first begin with the relationship you have with yourself, and then how that relationship is portrayed to potential and existing donors. Relationships built on trust, clarity and joy have the greatest chance of success.

In this interactive workshop, Pamela Ziemann will teach you how to tell a personal story related to your cause that inspires your potential donor and develop congruent body language to build trust. You'll learn to speak with an engaging voice, intuitively know when to speak—and when to listen—to create flow and connection, quickly discover your donor's interest level by asking open-ended questions, and upgrade your conversations from mere information exchange to energizing insights.

The 4-Hour Workshop will help you:

- Discern which relationships will be most productive and worth developing
- Learn ways to eliminate the stress of networking and have fun producing results
- Trust your authentic voice and naturally speak about your cause in a compelling way
- Become skillful at asking questions that will elicit valuable information
- Be comfortably present in any situation expanding your opportunity to attract more donors

This workshop is perfect for:

Executive Directors
Development Directors
Board Members
Marketing Directors
Community Relations Staff

DATE: January 29, 2010

TIME: 1 — 5 pm

PRICE: \$59

LOCATION: Evergreen Hospital (Professional Building)
12303 NE 130th Lane, Green B-204
Kirkland, WA 98034

REGISTER ONLINE AT www.purpleduckmarketing.com



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PRESENTATION SKILLS 201 PRESENTERS

PAMELA ZIEMANN



Pamela Ziemann is an Energetic Speech Coach located in Bellevue, WA. She works with nonprofit professionals and entrepreneurs with a mission. Since 1996 her clients have learned to tap into their innate power and speak with confidence, clarity and conviction. She playfully dares each person to reveal their authentic nature, eliminate wasted effort and connect with others in a way that attracts more supporters.

She believes that with thousands of nonprofit organizations, the need to stand up and be heard has never been more critical. Pamela guides people with a combined temporal and spiritual approach that focuses on the space between the words. Her students from Toronto to Perth express a common theme of becoming powerfully present, authentic and engaging from the very first session. Learn more about Pamela and the important work she does to empower individuals to create a new way of communicating and living their passion by visiting www.pamelaziemann.com

SUSAN BURNASH



Susan Burnash is the President of Purple Duck Marketing, a full-service marketing, public relations and video production company located in Kirkland, WA. Her company helps Nonprofits and cause-related organizations raise awareness, cultivate donor relationships and ultimately raise more funds. Through the use of traditional marketing tools, the power of the internet and social media applications, she helps them to tap into their audience's heart, moving them to give generously of their time, passion and wealth.

Susan is a passionate advocate for Nonprofits and is committed to helping them grow. Over the last twenty years, she has worked with a diverse group of Nonprofit clients on a variety of projects that utilized branding, web site development, traditional and electronic marketing, e-newsletters, fundraising and marketing videos, and public relations campaigns. Clients include: Benaroya Research Institute, Sana Orphanage, The Alliance for Recovery, The Foundation Fighting Blindness, The Deicke Center, Recovery Coast to Coast, Elmhurst Rehabilitation Center, The Juvenile Diabetes Association, Oceans State Association of Residential Resources, The City of Kirkland, Save Kirkland's 4th of July, Sustainable September and more. Learn more at www.purpleduckmarketing.com

