



Manitoba Chapter

## Major Gifts & Campaigns for Small Shops

Tuesday, May 3, 2011  
5:00-7:00 p.m.  
Canad Inns Polo Park

### ABOUT THE SESSION

As donors become increasingly selective in the charities they choose to support, the time has never been better to introduce and/or accelerate a major gift program. But for smaller charities or those with resources heavily focused on meeting current annual fundraising goals, it can be a challenge to direct time and investment toward long-term objectives such as building relationships for future major gifts.

Join us for a discussion on the realities of what underpins a successful major gift effort and explore ways of advancing this priority within your organization regardless of the composition and size of your development team. Share ideas and network with your colleagues at this informal evening session and leave re-energized on what might be possible if size didn't matter!

### THE SPEAKER

#### **Susan A. Storey, CFRE**

Vice President  
KCI (Ketchum Canada Inc.)

Susan Storey is a Vice President with KCI (Ketchum Canada Inc). As a professional fundraiser with 20 years experience leading some of Canada's most notable charitable organizations, her expertise includes strategic planning, leadership of major gift, annual and community-based development initiatives, sponsorship and corporate giving.

Her current work on behalf of KCI includes strategic counsel for campaigns ranging from \$5 million to \$110 million. In addition, Ms. Storey has led a number of special projects including the creation of multi-year revenue generation plans, fundraising program reviews and strategic plans specific to the development and integration of annual giving, direct response and major gifts.

Prior to joining KCI, Ms. Storey served as Senior Director of Development, National and Ontario for The Kidney Foundation of Canada based in Toronto. Before relocating, she spent the first 15 years of her fundraising career in Manitoba in a number of senior development roles. These included Chief Development Officer and Campaign Director for The University of Winnipeg Foundation where she was a key member of the team which developed the plan and structure for The University's \$70 million capital campaign. Susan also worked for many years with the Canadian Diabetes Association, in the role of Director of Development for Western Canada where she led a team of 25 fundraisers through the strategic reorganization and introduction of a new fundraising plan for Manitoba, Saskatchewan, Alberta and British Columbia. During her years in Winnipeg, Susan also honed her skills as a development professional in the role of Manager of Development, Marketing and Communications for Health Sciences Centre Foundation and was the first Development Officer for the organization that is now Cancer Care Manitoba.

Susan holds a Bachelor of Arts from the University of Winnipeg and is a Certified Fund Raising Executive. She is active with the Association of Fundraising Professionals having served in Board and leadership positions at the International and local levels. She is also a founding member and past president of the Manitoba Chapter.

#### **AGENDA**

- |           |  |
|-----------|--|
| 5:00 p.m. | Registration & Nibbles                 |
| 5:30 p.m. | <b>Speaker</b> – Susan A. Storey, CFRE |
| 7:00 p.m. | Adjournment                            |

# Major Gifts and Campaigns for Small Shops Tuesday, May 3, 2011

## REGISTRATION FORM

NAME \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ PROV \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

TEL: \_\_\_\_\_ EMAIL \_\_\_\_\_

- FEES:**
- AFP Members - \$30.00
  - RRC Essentials Grads - \$30.00
  - CAGP Members - \$30.00
  - Non-Members - \$45.00

### PAYMENT:

Cheque/Cash (Payment On-Site) – Payable to AFP Manitoba Chapter

Please Invoice – Provide Contact Person's Email:

\_\_\_\_\_

Credit Card - \_\_\_\_ Visa \_\_\_\_ M/C

**\*\*Note** – The Winnipeg Foundation will be processing credit cards for AFP, their name will appear on your statement.

\_\_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_

Signature: \_\_\_\_\_

**SPECIAL DIETARY REQUIREMENTS** -  Allergies  Vegetarian Please specify: \_\_\_\_\_

## HOW TO REGISTER

**FAX COMPLETED FORM TO 897-8094**

Or

**IF MAILING SEND ORIGINAL FORM AND PAYMENT TO:**

Lise Carbonneau, Administrator  
AFP Manitoba Chapter  
950 Borebank Street  
Winnipeg, MB R3N 1G6  
Tel: (204) 832-1512 / Fax: (204) 897-8094  
Email inquiries: whirlwind@shaw.ca

**Registration deadline is 12:00 Noon on  
WEDNESDAY, MARCH 14, 2011**

## CANCELLATION POLICY

Substitutions are welcome. However should you wish to cancel full refunds are provided up to  
**April 30, 2011, 12:00 Noon.** No shows are subject to the full event fee.