



# Women in Development of Northeastern New York

Building networks, sharing best practices, and  
working collaboratively for our collective success.

## About Our Presenter:



**Diane Cameron Pascone** is the development director at Unity House in Troy. Her professional experience has spanned more than 30 years, where she has held the titles of development director and executive director for arts, human services, community development, healthcare, and education organizations.

Her career began at The Smithsonian Institution in Washington, DC and Diane has led nonprofits in Maryland, Pennsylvania, Ontario, and New York.

Diane is also a journalist, author and public speaker, and she is passionate about resources for people living in poverty, helping family caregivers, and teaching new writers.

## More Than a Mission Statement: Crafting Compelling Fundraising Messages

Wednesday, December 11, 2013

<b>Registration, Networking &amp; Lunch Program</b>	11:30 am-12:30 pm 12:30 pm-2:00 pm
<b>New Location</b>	The Century House 997 New Loudon Road, Latham
<b>Cost:</b>	\$30/members \$40/non-members

As a not-for-profit organization, the success of your mission depends on your story. Storytelling is one of the most powerful ways to engage your community.

- *Stories mirror human thought.*
- *Stories help us to remember facts and statistics better.*
- *Stories shape our identities.*

With a great story, you can catapult your organization to a new level of fundraising, communication, awareness and participation. During this program, Diane Cameron will address the importance of storytelling when crafting your fundraising message and how to weave your organization's special story into a powerful annual appeal letter.

You'll learn best practices for getting your prospects' attention and encouraging them to give ... as well as common mistakes you'll want to avoid. Diane will also speak about how to effectively work with program staff and clients to formulate stories for your organization.

Media sponsor

**Yes!** I would like to attend **More than a Mission Statement** on December 11.

- Please reserve \_\_\_\_\_ spots for WID members (at \$30/member).
- Please reserve \_\_\_\_\_ spots for non-WID members (at \$40/non-member).
- I would like to become a member of Women in Development (\$60/annually).

**Registration Deadline  
is December 4, 2013**

**Please list the names of the people who will be attending this program.**

Name \_\_\_\_\_  Member  Non-Member

**Please share your contact information.**

Organization \_\_\_\_\_ Address \_\_\_\_\_

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

Daytime phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Please send payment to:** Women in Development • P.O. Box 5871 • Albany, NY 12205 • [membership@widneny.net](mailto:membership@widneny.net)  
**To register online by credit card, visit our website at:** <http://www.widneny.org/programs.htm>