

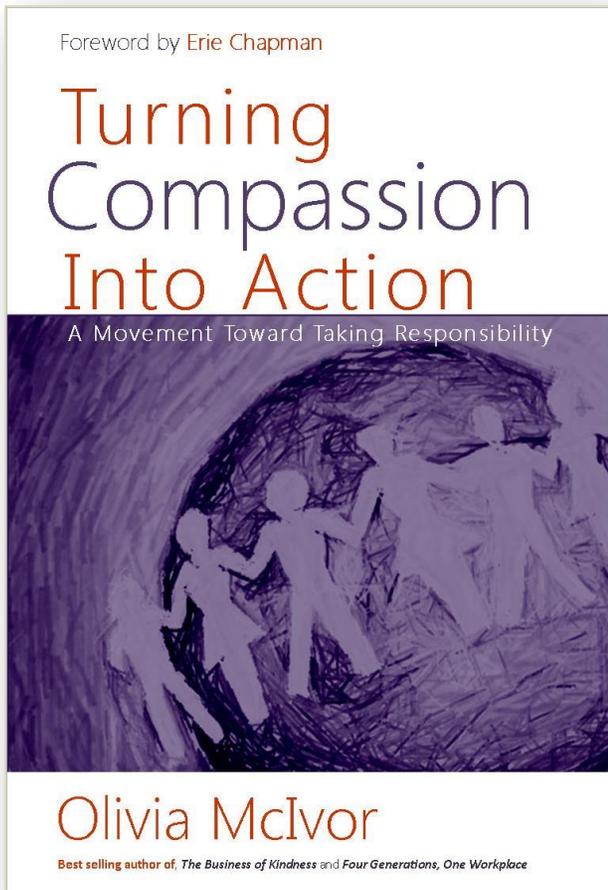
Compassion in Action Ambassador Program

Move your compassion **into** action **and help** change our world

“An Initiative that provides global compassion advocates a means to raise funds for their cause while simultaneously influencing people, communities and organizations into compassionate actions.”

Leslie A. Nolin, Publisher





Compassion is the bedrock of a healthy society. McIvor's *Turning Compassion into Action* urges each of us to craft engaging and meaningful lives. She believes we must each embrace the innate wellspring of compassion within us and impact our world, one action at a time. To actualize compassion we need to transform our pessimism into optimism; connect to the deeper purpose of our work; expand our communities to create more belonging; and be intentionally present with ourselves and others.

This book is a call to action to bring more compassion to the forefront of our lives, our work, and our world.

“Olivia McIvor’s new book, Turning Compassion into Action, is a tour de force of insight, story-telling, philosophy, and practical advice for how to build a global movement as well as how to let compassion light up your own life. McIvor tells of her own journey through volunteering locally and globally and leading workshops on kindness and compassion in the workplace. She points to the sudden growth of a global movement spurred by Karen Armstrong’s Charter for Compassion. This book is a joyous excursion of the mind and the heart, leading us to the more important question we can ask ourselves: What would compassion do here?”

Andrew Himes, Executive Director,
Charter for Compassion International

“If you want to practice compassion in ways that will change your life as well as the lives of those around you, read every word of Turning Compassion into Action and then read the book again and again.”

Erie Chapman, M.T.S., J.D., Author of *Radical Loving Care*

“With every page and every story, I wanted to take my highlighter to illuminate yet another insight and inspiration that came from reading Turning Compassion into Action. This book is for everyone from every walk of life who wants to bring more compassion into our world and those of others – but is not sure where to start. Through stories, science, methodology and examples, Olivia McIvor demonstrates how taking the next step towards compassion in every strata of society - community, health, business and government – is necessary and, more important, achievable. It is a great selection for any reading group – certainly one that will be recommended by my organization.”

Jannet Ann Leggett, LL.B/JD, Founder, Canadians for Compassion

We are all “ordinary people” —brave men and women doing heroic acts of kindness and compassion, every day in the simplest of ways.

This book is a call for action to bring more compassion to the forefront of your life, your work and your world. You will be asked provocative questions, explore meaningful answers and be moved to take affirmative action. Whether you are a leader committed to exceptional service, a parent proudly wading through the teen years, a passionate volunteer, or anyone who believes that actively giving of yourself changes the world...then this book is for you.

compassion in action

CAAP is an initiative designed to support individuals and groups who have a passion for putting compassion into action within their communities and beyond. Whether your campaign's drive includes cities, education, faith-based, as an individual or as a business we want to support you in your fund raising efforts.

FairWinds Press, the publisher of *"Turning Compassion into Action: A Movement Toward Taking Responsibility"* and the author Olivia McÍvor are deeply committed to supporting sustainable compassion movements locally and globally by offering books at a substantially discounted rate so they can be used to support your cause. Two options include:

Become a CAAP BookClub Advocate

Complete with a **Reader's Contemplative Guide**, this book encourages dialogue and a call to action. Get a **BookClub** discount of 20% when 5 or more books are purchased at the same time! Go direct to www.fairwinds-press.com, order 5 books and follow the order process all the way to the page that accepts your payment. On this page there is a space for **discount coupons** ENTER: [TCIA-Bookclub](#) and receive an immediate 20% off your book price.

If you wish to place any promotional materials on your own website to encourage book clubs with your friends, colleagues and/or organizational members please email us at orders@fairwinds-press.com re: **CAAP BookClub Advocate** and we will send you user-friendly photos, links, and information PDF's for easy uploading onto your website.

Become a CAAP Partner

As an ongoing fundraiser, sign up to a seamless partnership with the publisher FairWinds Press. With this option, you are granted permission to use the book, *"Turning Compassion into Action"* to create a revenue stream to support your own compassion movement.

We will pass the retail booksellers discount onto you. You can then promote and sell this book on your own website, Facebook page, Twitter account, LinkedIn profile or email address.

- a) **Sell Direct Program****: In this flexible process you can promote and sell the book yourself through volume buying. You become the bookseller and receive a minimum 40% bookseller's discount. In the **Sell Direct Program** you can decide to pass on a portion of the discount to your customers or use the total discount as a fundraiser for your own compassion campaign. Minimum book order: 24 books (one case).
- b) **Sell Through the Publisher Program****: With a varied volume discount code your customers can link to the publisher's website and order direct using a personalized password. We will track your sales and you will receive a contribution check each quarter. (See schedule below).

Whichever method you choose, the publisher will provide you with all web-friendly promotional materials to help you get started.

**Discount schedule for CAAP Partner Program

<p>YOU MANAGE IT Sell Direct</p>	<p>WE MANAGE IT Sell Through the Publisher</p>
<p>40% discount when you purchase 1 to 2 carton of books (24 books per carton) <i>That's a \$7.58 discount/book</i></p>	<p>30% discount when your customers purchase 1-50 books. Sell 50 books and earn \$280.00</p>
<p>45% discount when you purchase 3-4 cartons of books <i>That's a \$8.53 discount/book</i></p>	<p>35% discount when your customers purchase 51-100 Sell 100 books and earn 663.00</p>
<p>50% discount when you purchase 5 or more cartons of books <i>That's a \$9.47 discount/book</i></p>	<p>40% discount when your customers purchase 101+ off the retail price \$700.00 +</p>

Email us or call us today and get registered to be a **Compassion Ambassador.**

E. orders@fairwinds-press.com

T. 604-913-0649

W. Fairwinds-press.com

or

W. OliviaMcivor.com

Privacy policy: no information submitted to FairWinds Press as part of this program or any other program will be shared or sold to another entity.