



## Back to Basics: 3 Principles to Acquire, Retain, and Upgrade Your Donors Webinar Attendee Additional Resources Sheet

### Who is Sidekick?

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### Learn more about the webinar topics...

#### *3 Principles of Fundraising*

[Donor Acquisition, Donor Retention, and Donor Upgrades 101](#)

#### *Offer a Valuable Product*

[Beyond Generic Giving Levels, Productize Your Fundraising Appeals](#)

[Are We Making an Impact?](#)

[Value Can Unlock the Nonprofit Overhead Myth](#)

#### *Provide Great Service*

[Following the Golden Rule, Three Tips for Thanking Donors](#)

[Mapping the Donor Experience is a Fundraising Best Practice](#)

[4 Nonprofit Fundraising Customer Service Tips from Disney](#)

[Donors are People Not Transactions](#)

#### *Build a Donor-Focused Approach*

[Defining Donor Personas is a Fundraising Best Practice](#)

[10 Ways to Segment Your Donors and Improve Fundraising Effectiveness](#)

[How to Engage Your Supporters, Ask Them](#)

#### *Manage Fundraising Performance*

[4 A's of Nonprofit Data Management](#)

[5 Basic Fundraising Performance Metrics to Start Measuring Today](#)

[Nonprofit Superheroes and Performance Management Part 1](#)

[Nonprofit Superheroes and Performance Management Part 2](#)

### Research and Other Resources

- [The Next Generation of American Giving](#) by Blackbaud
- [The 2013 Millennial Impact Report](#) by Achieve and The Case Foundation
- [Donor Centered Fundraising](#) by Penelope Burk
- [Managing Donor Defection](#) by Adrian Sargeant
- [The Burk Donor Survey: Where Philanthropy is Headed in 2013](#) by Penelope Burk
- [2013 Fundraising Effectiveness Survey Report](#) by AFP and The Urban Institute
- [2011 Fundraising Effectiveness Donor Retention Supplement](#) by AFP and The Urban Institute
- [2013 Online Marketing Benchmark Study for Nonprofits](#) by Blackbaud