



## Donor-Centric Fundraising Resource Sheet

### Websites to bookmark:

SOFII

Tom Ahern (Be sure to check out the critiques)

Mark Phillips

Lisa Sargent

[Kimberley's Comments](#)

Pamela Grow

[Oneicity](#)

[Mal Warwick](#)

[Penelope Burk](#)

[Listen in on my call with Lisa Sargent](#)

### Books to read

[Relationship Fundraising](#) - Ken Burnett

[Keep Your Donors: The Guide to Better Communications & Stronger Relationships](#)

- Tom Ahern

[Seeing Through a Donor's Eyes: How to Make a Persuasive Case for Everything from Your Annual Drive to Your Planned Giving Program to Your Capital Campaign](#) - Tom Ahern

[Influence: The Psychology of Persuasion](#) - Robert Cialdini

[Donor Centered Fundraising](#) - Penelope Burk

### A checklist for writing

- Circle every occurrence of the word "you" - now circle every instance of I/me/mine/org
- Is the donor the hero?
- Did you eliminate any jargon?
- Is it written conversationally - or business-like?
- Have you talked about what is being accomplished with their gifts?
- Did you touch the heart?
- Where are your stories?

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