Change your **VOCABULARY**

"Words are important."
- Tom Peters

*"We need a new language…
a language of greatness."*
- Jim Collins

OLD THINKING	NEW THINKING
NOT FOR PROFIT	
CHARITY	
MISSION STATEMENT	
SURVIVAL	
INFORM	
ON THE BOARD	
COMPETITION	
CULTIVATION	
DONOR/DONATION	
'WARM FUZZIES'	
TRANSACTIONS	
APPOINTMENTS	
ASK FOR MONEY	

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