

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’

SPECIAL EVENTS

TRANSACTIONS

TRADITIONAL CAMPAIGNS

TEXT HEAVY BROCHURES

COLD CALLS

APPOINTMENTS

ASK FOR MONEY
