

ForImpact

CHANGE YOUR VOCABULARY

“WORDS ARE IMPORTANT.”

– Tom Peters

“We need a new LANGUAGE... a LANGUAGE of creators.”

– Jim Collins

OLD WORDS

NEW WORDS

NOT FOR PROFIT

FOR IMPACT

CHARITY

PHILANTHROPY

TAX EXEMPT

SUCCESS TO SIGNIFICANCE

MISSION STATEMENT

MESSAGE

SURVIVAL

VISION

INFORM

INVOLVE

ON THE BOARD

ON BOARD

COMPETITION

COLLABORATION

CULTIVATION

COMMUNICATION

DONOR/DONATION

INVESTOR/INVESTMENT

‘WARM FUZZIES’

RETURN ON INVESTMENT

CAMPAIGNS

FUNDING INITIATIVES

TRANSACTIONS

RELATIONSHIPS

COLD CALLS

PREDISPOSITION

APPOINTMENTS

VISITS

ASK FOR MONEY

PRESENT THE OPPORTUNITY