



Guiding Principle #1:

Change your Vocabulary

“OLD WORDS”

Not for Profit
Charity
Mission Statement
Survival

Inform
On the Board
Competition

Donor (Donation)
“Warm Fuzzies”
Transactions
Ask for Money

“NEW WORDS”

For Impact
Cause
Message
Vision

Involve
On Board
Collaboration

Investor (Investment)
Return-on-investment
Relationships
Present the Opportunity

About: *Change your Vocabulary* is the first guiding principle of the For Impact philosophy; a framework to help you change the way you think, change the way you operate and change the way you fund your vision. For more visit www.forimpact.org.