

# CHANGE YOUR VOCABULARY

*“WORDS ARE IMPORTANT.”*

- Tom Peters

*“We need a NEW LANGUAGE... a LANGUAGE of GREATNESS.”*

- Jim Collins

## OLD 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

## NEW THINKING

FOR IMPACT

PHILANTHROPY

MESSAGE

VISION

INVOLVE

ON BOARD

COLLABORATION

MAXIMIZE RELATIONSHIP (ATGM)

INVESTOR/INVESTMENT

RETURN ON INVESTMENT

MEMORABLE EXPERIENCES

RELATIONSHIPS

FUNDING INITIATIVE

ENGAGEMENT TOOL

PREDISPOSITION

VISITS

PRESENT THE OPPORTUNITY