

# ForImpact

## CHANGE YOUR VOCABULARY

“WORDS ARE IMPORTANT.”

– Tom Peters

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

– Jim Collins

### OLD WORDS

NOT FOR PROFIT

CHARITY

TAX EXEMPT

MISSION STATEMENT

SURVIVAL

INFORM

ON THE BOARD

COMPETITION

CULTIVATION

DONOR/DONATION

‘WARM FUZZIES’

CAMPAIGNS

TRANSACTIONS

COLD CALLS

APPOINTMENTS

ASK FOR MONEY

### NEW WORDS

FOR IMPACT

PHILANTHROPY

SUCCESS TO SIGNIFICANCE

MESSAGE

VISION

INVOLVE

ON BOARD

COLLABORATION

COMMUNICATION

INVESTOR/INVESTMENT

RETURN ON INVESTMENT

FUNDING INITIATIVES

RELATIONSHIPS

PREDISPOSITION

VISITS

PRESENT THE OPPORTUNITY