

THE LANGUAGE OF CHANGE: 20 WORDS AND PHRASES THAT IMPACT ATTITUDES, ACTIONS AND FUNDING

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For Impact Point of View

Not-for-profit vs. For Impact



Impact Drives Income



Just Ask



The Language of Change



OLD LANGUAGE

1. Not for Profit
2. Charity
3. Mission Statement
4. Survival
5. Sustainability
6. Inform
7. On the Board
8. Competition
9. Overhead/Admin/Fundraising Cost

NEW LANGUAGE

The Language of Change

10. Annual Funds

11. Feasibility Studies

12. Capital/Building Campaigns

13. Strategic Plans

14. Restricted/Unrestricted

15. Development Officers

16. Donor/Donation

17. Warm Fuzzies

18. Cultivation

19. Appointments

20. Ask for Money

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