**FUNDRAISING LANGUAGE**

**WORDS TO AVOID**

HIT UP

DEEP POCKETS

LOW HANGING FRUIT

WE NEED

SHAKE ‘EM DOWN

DUN

PASS THE HAT

GET INTO HIS/HER POCKETS

SHOULD

MUST

OUGHT TO

OWE US

TAX BENEFIT

OBLIGATION

PONY UP

LOADED

WELL HEELED

PUT THE ARM ON

SELL

BEG

SOLICITATION

**WORDS TO USE**

GIFT

DONATION

CONSIDER

IMPACT

EFFECT

HOPE

MEANINGFUL

EXCITING

INVEST IN

PASSION

SUSTAINING

ENDURING

IMPORTANT

SIGNIFICANT

MAKE A DIFFERENCE

GENEROSITY

YOU WILL FEEL GOOD

WHAT DO YOU THINK?

THANK YOU

**WORDS THAT MAY REQUIRE CLARIFICATION, EXPLANATION, ESPECIALLY TO DONORS**

PHILANTHROPY (LOVE OF HUMANKIND)

GIFT

DONATION

FUNDRAISING (SECURING GIFTS)

DEVELOPMENT (CREATING AND NURTURING RELATIONSHIPS)

CULTIVATION – SOUNDS MANIPULATIVE; THINK “ENGAGEMENT”

PROSPECT (PROBABLE GIVER)

SUSPECT (POSSIBLE GIVER)

CAPITAL CAMPAIGN (“WE HAVE A DREAM WITH A DEADLINE”)

**PHILANTHROPY IS THE MYSTICAL MINGLING OF:**

* A MEANINGFUL OPPORTUNITY
* AN ARTFUL ASKER
* A GRATEFUL AND JOYFUL GIVER

**SUCCESS = A CULTURE OF MUTUAL GENEROSITY BETWEEN THE PROSPECT AND THE ASKER**