

The list of Words to Use and Not Use

Please keep the following words in mind when engaged with fundraising activities.

Best Words:

Success	Initiative
Vision	Challenge
Leadership	Benefit
Mission	Results
Tradition	Asset
History	Investment
Values	Commitment
Quality	Ensure
Integrity	Secure
Independence	Sustain
Community	Underwrite
Nation	Guarantee
America	Safeguard
Together	Strengthen
Voluntary	Fulfill
Sharing	Achievement
Responding	Accomplishment
Opportunity	Advancement
Potential	Decision
Possibility	Strategy
Prospectus	Task
Campaign	Priority
Model	Growing
Leverage	Sound
Time	Responsible
Future	Productive
Enduring	Consistent

Overused:

Excellence	21st century
Program	Caring
Impact	Giving
Direction	Developing
Bridge	Enhancing
Horizon	Viable

Worst:

Need	Crisis
Help	Deficit
Save	Shortfall
Survive	Gap
Maintain	Gift
Continue	Donation
Problem	Charity
Difficulty	Pledge