

## 30 Words that Raise Money and 23 Words that Don't

### Best

success  
vision  
leadership  
mission  
values  
integrity  
community  
together  
sharing  
responding

opportunity  
leverage  
future  
enduring  
initiative  
benefit  
results  
asset  
investment  
commitment

ensure  
secure  
strengthen  
fulfill  
achievement  
strategic  
priority  
growing  
responsible  
productive

### Overused

excellence  
quality  
program  
impact

direction  
bridge  
caring  
giving

developing  
enhancing

### Worst

need  
help  
save  
survive  
maintain

continue  
problem  
difficulty  
crisis  
deficit

shortfall  
gap  
charity