

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