

## Negative or Violent Words People Use Around Fundraising

This document augments Boards on Fire, page 68

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No wonder people resist fundraising when the words they've consistently heard associated with it evoke images of coercion, pain and extraction. Let's look at all the words people use when talking about asking others for support – and then let's remove them from our vocabularies and talk about shared values and joy and connection!

Hit them up  
Twist their arm  
Lean on your friends  
Pick their pockets  
Put the squeeze on them  
Put the bite on them  
Put the screws to them  
Put the arm on them  
Come in for the kill  
Rope them in  
Strong arm them  
Work them over  
Get them to cough it up  
Milk them  
Hammer them  
Shake them down  
Squeeze it out of them  
Bleed them  
Suck them dry  
Sucker them in  
Hook them  
Buttonhole them  
Corner them  
Plead  
Beg  
Gouge  
Mine  
Hustle

Some call prospects targets or ask people to give til it hurts or make sacrificial gifts. Let's eliminate those images and replace them with respectful words that evoke a sense of joy.