

Negative or Violent Words People Use Around Fundraising

This document augments Boards on Fire, page 74

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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

Suck it out of them

Squeeze it out of them

Bleed them

Buttonhole them

Sink the hook

Beat them over the head

Plead

Beg

Gouge

Mine

Hustle

Tackle

Pounce

Stalk

Fleece

Chase

Go after

Target

Hit list

Thrill of the hunt

Give til it hurts

Make a sacrificial gift

Suck them dry

Sucker them in

Hook them

Corner them

Stick em up

Let's eliminate those images and replace them with respectful words that evoke a sense of joy and connection to values. Let's use words like engage, approach, invite, meet with instead, OK?