Negative or Violent Words People Use Around Fundraising
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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.