



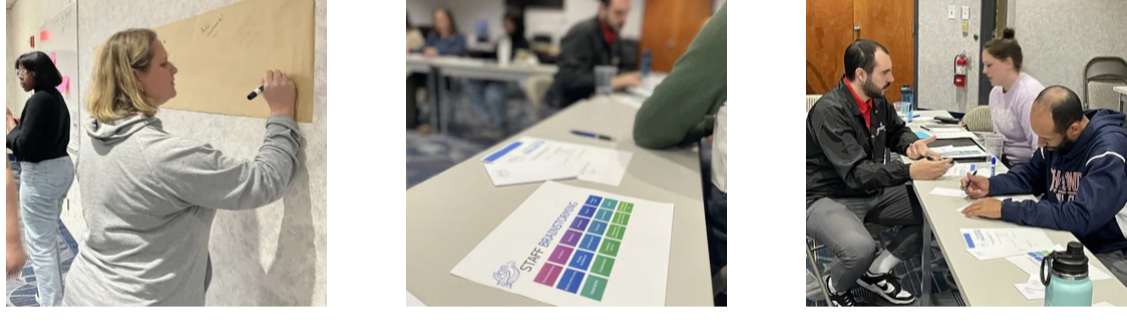
new year, new words

The start of a new year is the perfect time to refresh your nonprofit's language and [say goodbye to tired buzzwords](#). Instead, focus on clear, meaningful communication that actually resonates.

- 1** **STOP: "We drive impact."**
START: "We achieve real results that matter."
"Impact" has become a go-to word, but it doesn't tell your audience much. Tell people what you're actually accomplishing.
- 2** **STOP: "Empower."**
START: "We provide the tools and resources to help people succeed."
"Empower" might sound mighty, but clear actions win the day.
- 3** **STOP: "Stakeholders."**
START: "Our partners, supporters, and community leaders."
Who are these mysterious "stakeholders," anyway? Be specific, and your audience will thank you.
- 4** **STOP: "Innovative approaches."**
START: "We use smart strategies that work."
Innovation is great, but not everything needs to sound like a tech startup pitch.
- 5** **STOP: "Foster collaboration."**
START: "We bring people together to solve shared challenges."
"Foster" is one of those words that sounds important but says little. Be specific about how you build real teamwork.
- 6** **STOP: "Making a difference."**
START: "Last year, we helped [specific number] people [specific accomplishment]."
Skip the generic and show your impact with stories and stats.
- 7** **STOP: "Sustainable solutions."**
START: "We create programs that last."
Because why sound like a textbook when you can connect with your audience?
- 8** **STOP: "Transformative change."**
START: "We create lasting improvements in [specific area]."
It's not about buzzwords—it's about showing progress.

Want to see how clear, jargon-free storytelling makes a difference?

[here are some Virginia nonprofits leading the way](#)




"Blue Octopus Consulting helped us develop core values that truly reflect Richmond Volleyball Club's goals and principles. Their insightful questions and engaging process brought our team together, making the experience both fun and meaningful.

whitney curtis | executive director

what are your core values?

Let's be real: strategic sessions can feel daunting - as one RVC team member put it, "I was dreading this session, but it was actually a really productive use of our time. I enjoyed it!"

Core values might seem like something you can put off, but they're essential to defining your mission, guiding decisions, and building a strong organizational culture. We'll make the process productive, painless, and fun!

[let's tackle your core values](#)



get your board back on track

Nonprofits are tough—too many priorities, not enough time, and boards that don't always work as they should. Sound familiar?

We're here to help boards get unstuck. No fluff. No wasted time. Just the tools and expertise your board needs to succeed, backed by our BoardSource Certification.

[let's chat](#)

[Unsubscribe](#)

[View in browser](#)