



GOTCHER CONSULTING GROUP, LLC

Are you getting the most for your mission?

ACTION VERBS WE LOVE

Top verbs used by nonprofits are SUPPORT, MAKE, & PROVIDE, which are short and clear, but we're so used to them that they aren't compelling.

What can you say that will get your leaders and followers more excited about what you do and what the future looks like? Check your mission and vision statements for these action words that we love:

- ACCELERATE**
- ACHIEVE**
- BELIEVE**
- BUILD**
- CONNECT**
- CREATE**
- DEVELOP**
- DRIVE**
- ELIMINATE**
- EXTEND**
- FUEL**
- FURNISH**
- GENERATE**
- GUARANTEE**
- HALT**
- HOLD**
- IGNITE**
- INFLUENCE**
- LEAD**
- MAGNIFY**
- OFFER**
- ORGANIZE**
- PLOT**

- PREPARE**
- RELIEVE**
- RESTORE**
- SOLVE**
- SPARK**
- TEST**
- TUTOR**
- UNITE**

HOW GCG CAN HELP YOU

- Workshops to help nonprofit professionals and boards grow
- Strategic planning and fund development consulting
- The 90 minute agenda mover to coach leaders towards next-step clarity
- Copywriting and heavy editing to clarify your message
- Interim leadership to relieve transition trauma, reassure staff, and uphold culture



VALERIE GOTCHER

I'm a responsible, curious learner with a 10-year track record as an Executive Director. As a Master's level Speech Therapist, I hold great respect for the written and spoken word.

Let's refine your messaging together!



CONTACT

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