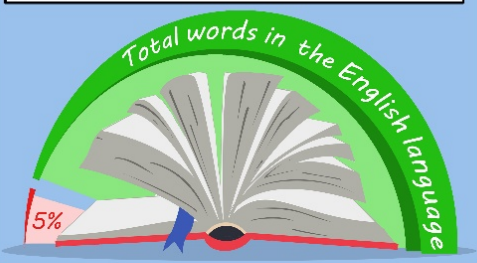


# claxon WORDIFIER

To help nonprofits find better words, Claxon took a look at 2503 nonprofit websites. Those websites contained just over 15 million words. We took that data and created The Wordifier, a free on-line tool. You can put in any word you want and find out how often nonprofits in your sub-sector are using it. That way, you know exactly which words to use and which to avoid. We know you're busy so the tool even gives you synonyms—everything is right there at your fingertips.

## THE #1 WORD-RELATED MISTAKE NONPROFITS MAKE & HOW TO FIX IT

NONPROFITS ARE ONLY USING 5% OF THE WORDS AVAILABLE IN THE ENGLISH LANGUAGE.



BY USING THE SAME WORDS AS EVERY OTHER NONPROFIT, YOU'RE MAKING IT DIFFICULT FOR PEOPLE TO UNDERSTAND WHY THEY SHOULD SUPPORT YOU. MAKE IT EASY FOR PEOPLE TO UNDERSTAND WHAT YOU DO AND THEY ARE WAY MORE LIKELY TO ENGAGE!



YOU'RE BLENDING IN BY USING VERY BORING VERBS. VERBS ARE THE SUPERHEROES OF EVERY SENTENCE!

THEY REFLECT THE UNIQUE WAY IN WHICH YOU MAKE THE WORLD A BETTER PLACE. SO BORING WORDS ARE BAD, BUT BORING VERBS ARE TERRIBLE BECAUSE THEY MAKE IT SEEM LIKE THE WORK YOU'RE DOING IS BORING. FIND VERBS THAT EXPLAIN WHAT YOUR SUPERPOWER IS AND-KAPOW-YOU'LL BE FLYING HIGH!

THE WORDIFIER HELPED US FIND BETTER WORDS. IT CAN HELP YOU, TOO!



AND HERE IS HOW TO DO IT...

## HOW TO WORDIFY YOUR WORLD

**#1** RUN YOUR WORDS THROUGH THE WORDIFIER TO SEE WHO ELSE IS USING THEM. HOW DO YOURS COMPARE?



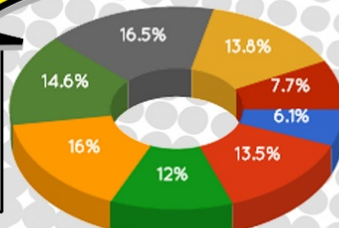
**#2** CHECK TO SEE WHAT THE WORDIFIER SAYS ABOUT YOUR WORD...

THESE WORDS ARE WAY OVERUSED BY NONPROFITS, MY FRIEND. IF YOU WANT YOUR WORDS TO STAND OUT, PICK A WORD THAT'S USED LESS OFTEN.

THESE ARE VERY POPULAR WORDS WITH NONPROFITS. USE IT IF YOU HAVE TO, BUT LOOK FOR ALTERNATIVES IF YOU CAN. THE SYNONYMS BELOW CAN HELP.

WE LOOKED AT 15 MILLION WORDS AND ALMOST NO ONE IS USING THESE WORDS. WELL DONE!

**#3** SEE WHICH WORDS THE WORDIFIER SUGGESTS THAT ARE LESS COMMONLY USED BY NONPROFITS!



- Arts and Culture
- Educational Research
- Environment/Animals
- Health
- Human Services
- International
- Public/Social Benefit
- Religion



MAKE YOUR WORDS HEROIC AT [WWW.WORDIFIER.COM](http://WWW.WORDIFIER.COM)!

claxon do good. get noticed.