



Trustraising™

**A Step-by-Step Guide To
Capturing Your Supporters' Trust**

THIS E-GUIDE INCLUDES

- **Trustraising 101**
- **A step-by-step guide to earning the trust of your supporters**

Information overload is creating a noisy, distracted world that often values vanity and quick results over deep, meaningful relationships.

Trustraising is an invitation to dive deeper than fundraising metrics, data, and best practices.

Trustraising is your heart tugging you towards what really matters—truth, mission, and people.



Trustraising 101

Trustraising

A Dare to Go ALL IN

Trustraising is a dare to double-down on YOU and the passion behind everything you do as a Worldchanger; a dare to be vulnerable; a dare to be authentic; a dare to be transparent.

There's no story more compelling—no mission more worthy of support—than YOUR truest story.



Trustraising is founded on the idea that all great relationships are based on a foundation of trust—and that's no different between friends, partners, customers, or donors.

Trust is essential to healthy relationships and healthy communities.

We believe a healthy focus on being trustworthy will give you 10x the results you're looking to achieve as an organization—at every level.

How To Earn The Trust Of Your Supporters



#1

Trust Begins With YOU

The idea of trust and how we, as organizations, can build our own at both the organizational level as well as with our audience is something that's talked about often. We want to build strong relationships among our team and with our supporters and stakeholders, but the journey of getting there may seem difficult or foggy.

We know how easy it can be to focus only on the external actions we take to build trust with little vulnerability or personal accountability on our own part. We wonder what we can do to persuade others to trust us, but perhaps the secret to trust is within ourselves.

There is no quick jump to the end result without first evaluating from within. Any step towards building trust with your followers without first trusting yourself will lack authenticity.

Take care of yourself, believe in your ability, and trust in YOU first.

#2

Build Trust From The Inside Out

Trust built internally in your organization is a necessary foundation for building outward trust with your supporters. Intentionality in the inputs, the process, and the outputs you focus on will be key to building trust and positive results.

Always remember you can never over-communicate. Make sure that you always provide feedback on suggestions for improvements from the team and performance against objectives. This is key to maintaining trust and alignment. Building relationships in a “virtual world” isn’t rocket science.

When we focus on the humans behind the work and on the other end of a video conference connection, relationships will flourish.

Be intentional about the steps you take to nurture each relationship and build trust in your organization, and good work will follow.

#3

Think About The “Why” Behind Everything You Do

Speak from the heart of your organization and communicate the “why” behind everything you do. People genuinely want to donate; it is in our nature to want to contribute to the positive impact of something meaningful.

We want to feel the connectedness that comes from partnering with something that we care about.

To gain the trust of your audience, it is imperative to remain authentic. In our world of photoshop and fake news, authenticity isn't always the norm.

Instead of asking yourself “What should the message be?” rather, work backward from the genuine reason behind what you are asking for and what your cause is. Create a message based on authenticity instead of a lustrous outcome.



#4

Communicate Honestly

Make decisions carefully, so that you're not making promises you can't keep to supporters. For example, before launching a new program or event, be sure that you'll truly be able to accomplish this before announcing it in your next e-newsletter.

Share what's really going on at your organization (struggles and all), so people can genuinely relate to you and understand your needs.

Don't shy away from communicating honestly—this will come across as more authentic, which will motivate more supporters to engage with you.

#5

Use Authenticity To Power Your Connections

Once you have moved past the world of pining for people's attention and instead towards building partnerships based on trust, you will need to keep people engaged.

Engagement is what will keep people around and increase the lifetime value of a relationship.

Create continued communication with donors from a nice "thank you" email to regular organization updates. Delight your donors by letting them know how their contribution has made an impact.

Your community of like-minded donors is excited to see the fundraising milestones they have championed and contributed to.

The positive outcome of an involved donor community is that they will also advocate on your behalf. Engaged donors will be your best source for attracting new prospects. Empowering your supporters will widen your audience by rippling outward from the single donor source. Word of mouth marketing like this can be 5 times more valuable than a paid campaign.

#6

Walk The Walk

Stick to your word—if you say you’re going to do something, actually do it! Share what you did with supporters, so they can see your follow-through.

A good example of this is creating and sharing an annual report. Or, sending a follow-up email demonstrating to donors how you used their funds.

It’s important to be consistent in your communication and follow-up. Admit mistakes when they happen.

Vulnerability + Humility = Trust

#7

Show Them R-E-S-P-E-C-T

Respect and trust your supporters—be willing to give and receive trust. Engaging in trust makes them more likely to trust you back.

Empathize with the supporter's needs, give them the benefit of the doubt, and never belittle them or their actions.

Recognize that it will take time to build these relationships. Don't push supporters too fast too soon.



#8

All About Accountability

Regularly report your results and have financial information ready to distribute at all times. Not only will this give donors peace of mind, but it's good accountability for the leadership in your organization.

Be transparent and upfront about financials, so that supporters feel more confident about giving.

Invite donors behind-the-scenes. This will give them a better idea of how you run operations. The more they trust this process, the more likely they are to give.



#9

Give Them Gratitude

Remember the importance of donor appreciation. A sincere “thank you” goes a long way!

Whether they tell you or not, all donors want recognition for their support.

Go beyond a check-the-box “thank you.” Think of creative ways you can thank your supporters at different giving levels, events, and times of the year.

Consider things like handwritten notes, thank-you videos, thank-yous from program recipients, or thank-yous from board members.

#10

Over And Over Again

Be in it for the long haul. A commitment to nurturing trust in donor relationships is not an annual goal—it's for a lifetime. Think of it similar to your mission statement; it's not something that will change or lessen in priority over the years as other things change in your organization.

Make Trustraising an organizational commitment for each team member.

Invest in building personal relationships and establishing a good reputation by prioritizing individual donor meetings. Depending on your team size, you will have more or less time for weekly meetings.

Regardless, make it a focus of your fundraising plan to truly build long-term, strong bonds with donors.



We build tools and tech that allow to you focus on doing what you do best.

Use Givecloud's simple tools to do all of your fundraising in one place, so you can spend more on mission, and less on administration.

[Try Givecloud - It's Free!](#)

Trustrasing doesn't end here; it's an ongoing process! Follow along with the [Trustraising](#) blog: new posts every week to help you take donor relationships above and beyond.