


Voluntary Sector Funding Conference 2020


BUILDING TRUST AND TRANSPARENCY ALONGSIDE A FUNDRAISING
STRATEGY

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Trust & Transparency: Starts at Home

- Gain buy-in from the entire organization
 - Share with staff teams so that they have a clear understanding
 - Reflect their work into your strategy and communications
 - Share with beneficiaries
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Trust & Transparency: Tell Your Financial Story

- Donors want to know financial security
 - Illustrate the change that fundraising will make
 - Be honest with your financial position and need for funds
 - Make information readily available
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Trust & Transparency: Its always about the mission

- Honest about your work and how it happens
 - Investment in core/infrastructure moves charity forward
 - Build in stories of supporters and beneficiaries
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Trust & Transparency: Everyone is a Fundraiser

- All messages to include/reference thanks and asks
 - Use donor case studies to show impact of support
 - Link to organisational strategic plan and future growth
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Trust & Transparency: Build into Donor Experience

- Consult regularly with donors on strategic development
 - New level of knowledge to strengthen support or expand network
 - Take immediate action when problems arise or changes are made
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Trust & Transparency: Questions
