

W E B I N A R

onecause®

# Trust Us

What Nonprofits Can Learn from  
Businesses About Building Trust

WED NOV 2<sup>nd</sup> 1 PM ET | 12 PM CT | 11 AM MT | 10 AM PT

# Hosts



**Dawn Lego** she/her  
Director, Brand Engagement  
OneCause



**Ellen Bristol** she/her  
President  
Bristol Strategy Group

# BEYOND THE WEBINAR

- **Engage With Us**
  - Q & A and Chat (defaults to host/panelists)
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- **Webinar Wrap-up**
  - Webinar on-demand: [onecause.com](https://onecause.com)
  - Wrap-up email with Webinar recording
  - Exclusive content
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Learn more about the ALL NEW OneCause Fundraising Platform

# Agenda

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1. Trust in the Data
2. Business Investments in Trust
3. How Nonprofits Can Apply






**LET'S HEAR FROM YOU**

**In the chat...**

**What does trust mean to you?**

A person is sitting on a mountain peak, looking out over a vast valley. The landscape is filled with rolling hills and mountains, some of which are shrouded in mist or fog. The overall scene is serene and contemplative. The image has a teal/blue color overlay.

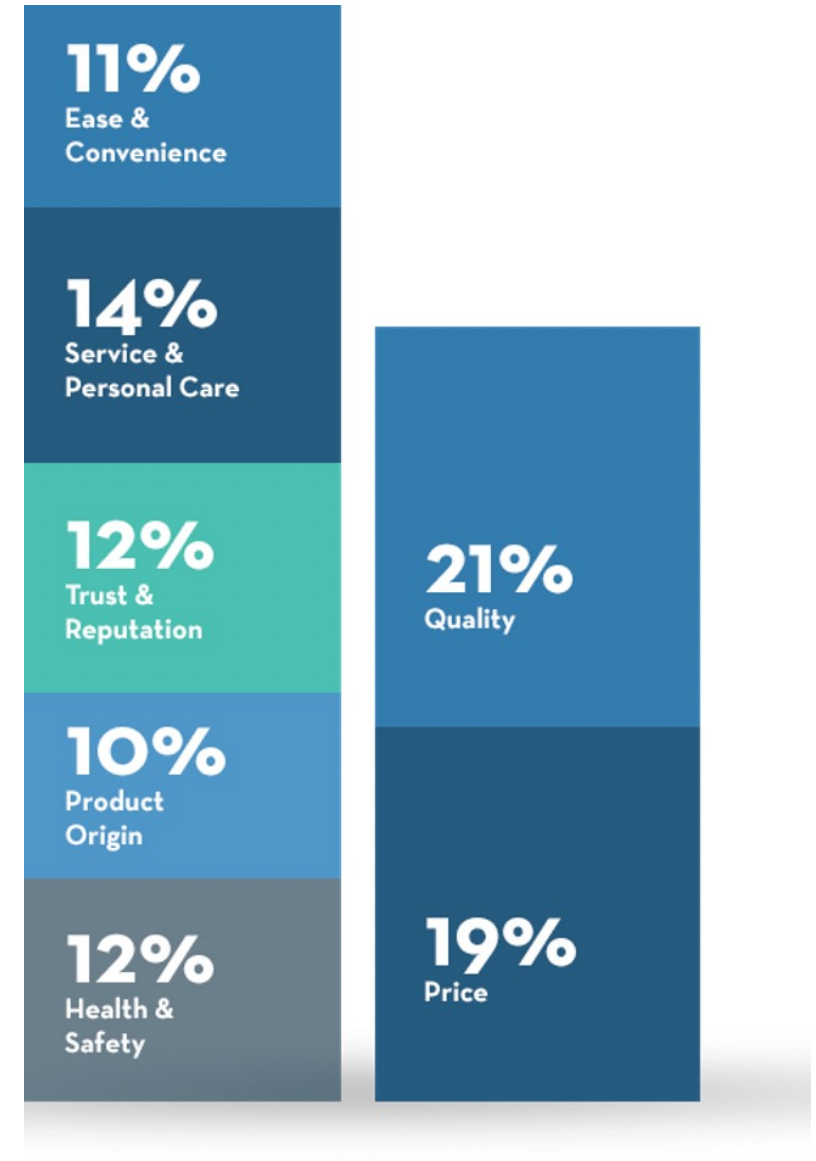
Trust is not to be gained – it  
is to be lost!

Ellen Bristol

# Rising Needs

## TODAY'S CONSUMERS

Consumer needs, trends, expectations influence purchasing AND how they think about giving.



# Reimagined Consumers

## Shifting Expectations

Reimagined consumers expect companies they are doing business with to understand and address how their needs and objectives change during times of disruption.

72%



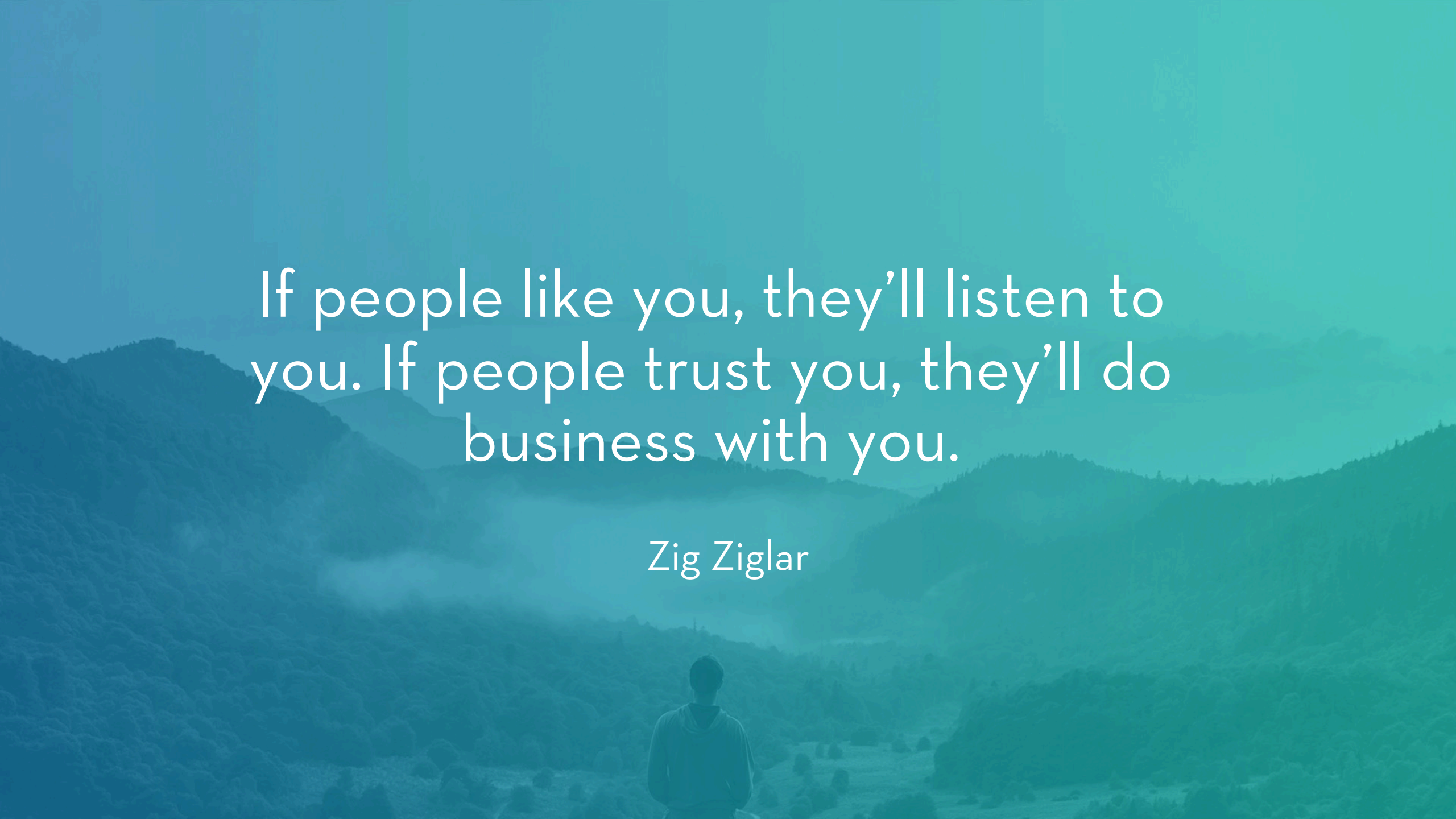




# POLL TIME

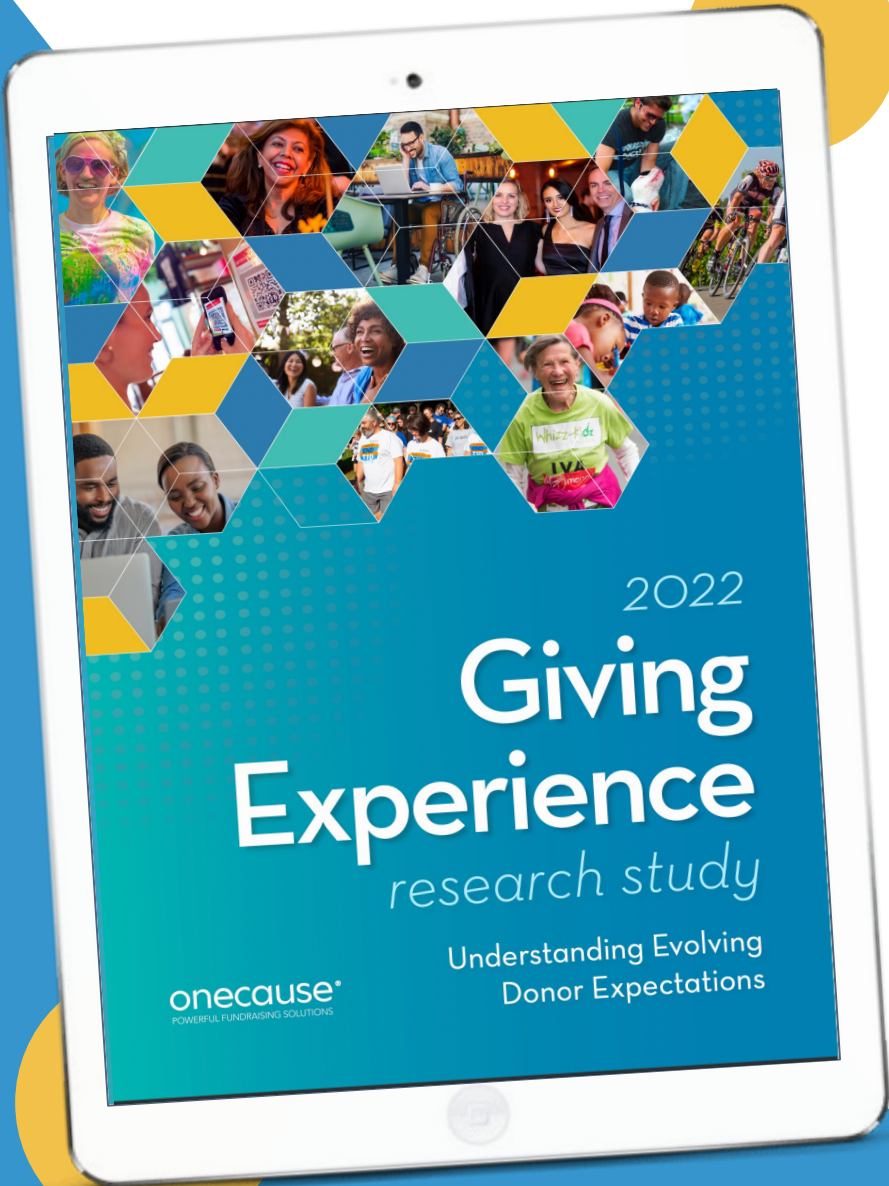
How often do you think about building trust with your donors?

- All the Time
- Sometimes
- Not at All
- No Idea

A person is standing in the foreground, looking out over a vast, misty mountain valley. The scene is bathed in a soft, teal-colored light, creating a serene and contemplative atmosphere. The mountains are layered, with the nearest ones showing more detail and the distant ones fading into the mist.

If people like you, they'll listen to  
you. If people trust you, they'll do  
business with you.

Zig Ziglar



# 2022 OneCause Research

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1,000+ Donors

Top Motivators

New Trends in Giving

#1

Generosity Motivator

**TRUST**

“I trust the org to do the right thing/use the money wisely.”



# Trust Ecosystem

## DONOR MOTIVATORS



Figure 10: Generosity motivator ecosystem

A blue-tinted photograph of three women laughing and smiling together. The woman on the left is wearing a light-colored, ribbed sweater and a large pendant necklace. The woman in the center is wearing a dark, textured sweater and a necklace with a circular pendant. The woman on the right is wearing a dark, polka-dot top. The background is a solid blue color.

TRUST

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Tip 1:  
Tell Your Story

A photograph of three women smiling and laughing, overlaid with a semi-transparent blue filter. The word "TRUST" is written in yellow capital letters across the middle of the image.

TRUST

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Tip 2:  
Be Honest &  
Transparent

A blue-tinted photograph of three women smiling and laughing together. The woman on the left is wearing a light-colored, ribbed sweater. The woman in the center is wearing a dark, textured sweater and has her hand on the shoulder of the woman on the right. The woman on the right is wearing a dark, polka-dot top. The background is a solid blue color.

TRUST

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Tip 3:  
Know Your Audience



A blue-tinted photograph of three women smiling and laughing together. The woman on the left is wearing a light-colored, ribbed sweater. The woman in the center is wearing a dark sweater and has her hand on the shoulder of the woman on the right. The woman on the right is wearing a dark, polka-dot top. The word "TRUST" is written in yellow, uppercase letters across the middle of the image, above a white horizontal line.

TRUST

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Tip 4:  
Offer Exceptional  
Service

A photograph of three women smiling and laughing, overlaid with a semi-transparent blue filter. The women are positioned across the frame, with one on the left, one in the center, and one on the right. They appear to be in a social setting, possibly a workshop or meeting.

# TRUST

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**Tip 5:  
Make Giving &  
Connection Easy**

# BRISTOL STRATEGY



## We focus on fundraising productivity

What it is, where you might be losing it and how to plug the leaks in your fundraising bucket



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onecause® | WEBINAR

Wednesday, November 16, 2022

1:00 PM ET | 12 PM CT | 11 AM MT | 10 AM PT

# Donor *Psychology:*

What You Need to Know to Improve  
Fundraising Outcomes



Cherian Koshy



# Raise Nation Radio

The Podcast for Fearless Fundraisers

