

# Trust and Relationships

Sharon Elliott – CEO  
Ethiopiaid



# What was my brief?

- Trust
- Connection
- Relationship management

**TRUST**





Earning trust is not easy, nor is it cheap, nor does it happen quickly. Earning trust is hard and demanding work. Trust comes only with genuine effort, never with a lick and a promise.

— *Max De Pree* —




<b>14 DAYS</b>	make a fortnight
<b>28-31 DAYS</b>	make up a month
<b>3 MONTHS</b>	make a quarter (of a year)
<b>6 MONTHS</b>	make up a semester
<b>12 MONTHS</b>	make up a year
<b>2 YEARS</b>	make a biennium
<b>5 YEARS</b>	make up a lustrum
<b>10 YEARS</b>	make a decade
<b>20 YEARS</b>	make a score
<b>100 YEARS</b>	make a century
<b>200 YEARS</b>	make a bicentennial
<b>1,000 YEARS</b>	form a millennium
<b>10,000 YEARS</b>	form a decamillennial

ListCaboodle.com

Trust is earned over long periods of time, through consistent positive actions.

— Changpeng Zhao

# The basics — what is trust?



- Being able to have a sense of security and confidence when dealing with someone
- Having the ability to predict that someone will act in specific ways and be dependable
- Earning a level of credibility that has built up over time

# Trust comes from actions

Most bequest donors come from our individual giving program. Therefore, it is important that trust is built within the delivery of all the fundraising (and comms) coming from your organisation

If we want a bequest, donors need to trust us!





# Why do your donors trust you?

- Because we do what we say we will
  - We tell our donors what we want to change
- Because we do what we say we will
  - We tell them how we will make that change
    - We tell them how their donation will help make that change
- Because we do what we say we will
  - We tell them how we made the change
    - We tell them how their donation helped make the change

# Building trust

The greatest way to earn trust?

Tell donors what you have done with their gift



# Impact reporting

How do you  
report your  
impact?

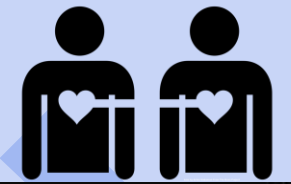
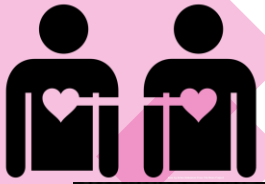
When do you  
report your  
impact?

# Great impact reporting

- Tell stories
- Actual change, not just numbers reached
  - *20 children were provided with school materials vs 20 children were able to continue their education and complete year 6*
- Personal and relevant
  - *If they gave to a campaign to provide school material to school children update them on that project*

# Connection

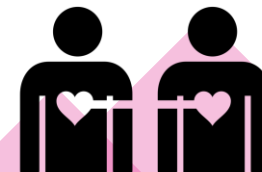




Two hearts are better than one.

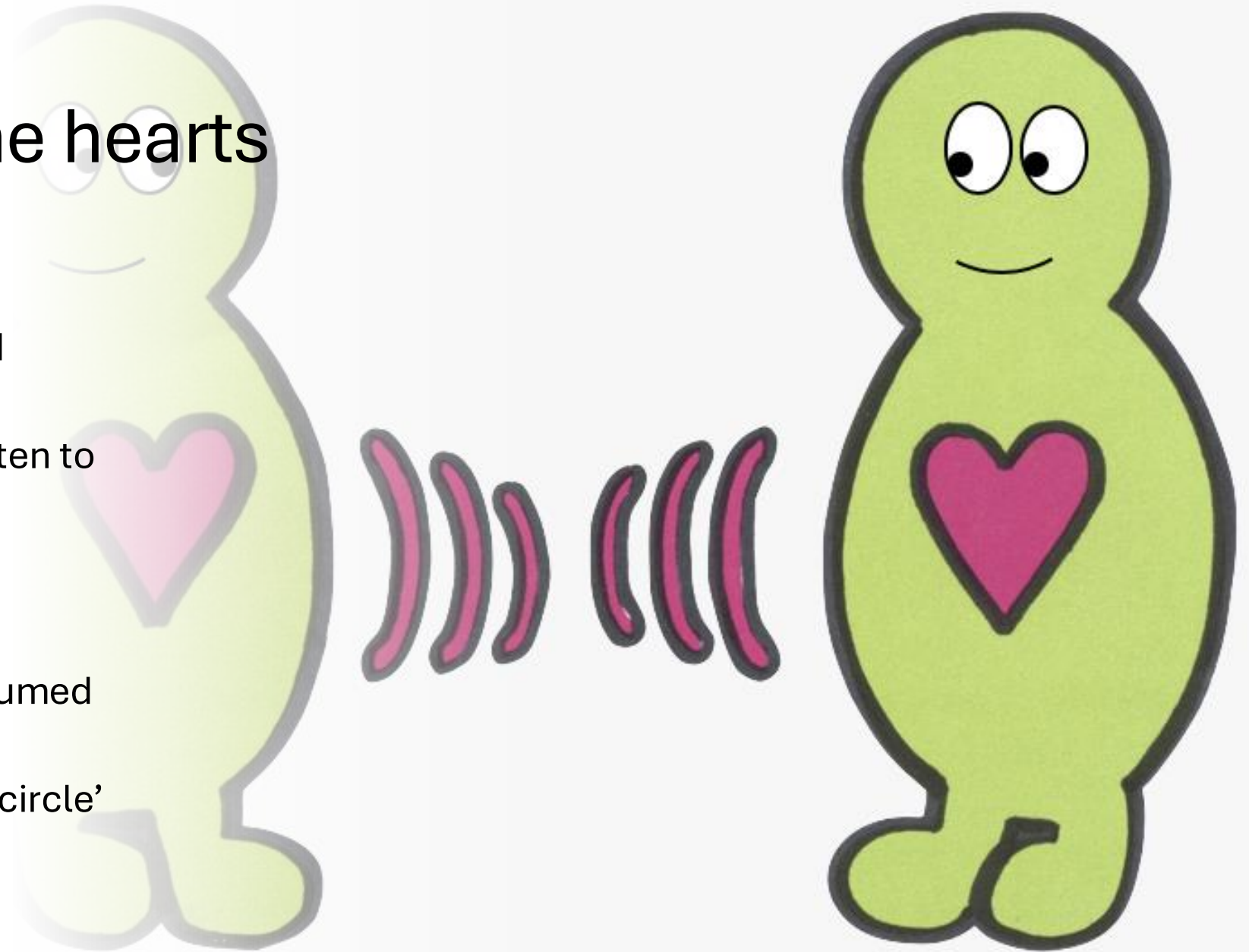
— *Bruce Springsteen* —

AZ QUOTES



# Connecting the hearts

- Show you have a shared passion
- Tell personal stories, listen to personal stories
- Show gratitude
- Find common ground
- Talk with a sense of assumed understanding
- Let them into the 'inner circle'



# Pen pals or...

- Some donors will love to talk
- Some will have coffee with you
- Some will love attending events
- Some will want emails
- Some will want just business as usual

You may well already know how they want to connect, that's why they are leaving you a bequest!

A low-angle shot of a massive, ancient-looking tree with thick, gnarled, and twisting branches that spread out in all directions. The leaves are a vibrant green, and the sky is a clear, bright blue. The text "Relationship Management" is centered over the middle of the tree's canopy.

# Relationship Management

# What is a relationship?

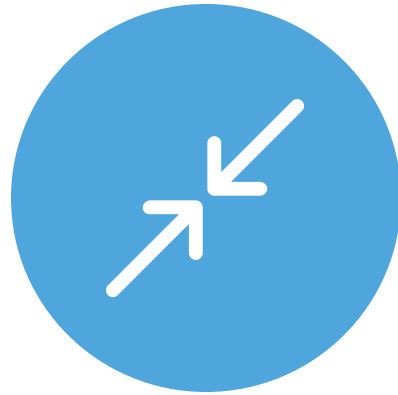
A partnership formed by two parties with a unified vision, working together to achieve common goals.



# What do you need to do?



**BUILD**



**MAINTAIN**



**ENHANCE**



# Building relationships

- Communicate clearly and openly
- Show appreciation
- Build mutual respect and trust
- Share your thoughts and hopes



# Maintaining partnerships

- Make partnerships a priority
  - Communicate effectively
  - Show appreciation
  - Be friendly
  - Don't try to be perfect
-



# Enhancing relationships

- Keep saying 'I love you' never assume they know
- Communication – listening and sharing
- Make time
- Celebrate achievements
- Do things together

