Trust is vital to an organisation’s success; it stimulates support and so should be one of a charity’s top priorities.

Trust takes time and effort to build, starting from a foundation of honesty, transparency, and accountability.

**Share your organisation’s purpose:**

* A clear direction helps people support you – donors and volunteers want to see what your plans are and check whether you’ve achieved what you set out to do.
* Publish your purpose – whether that’s part of your annual report or on your website.

**Share how your work impacts the community:**

* Inform people on the range of activities you offer that benefit the community.
* Familiarity builds trust – show your organisation shares a community’s values and beliefs.
* Ensure any statements made to the community are based on sound reasoning and evidence.

**Show expenditure:**

* Ensure you have good financial management – spending is public information in the charity sector.
* Show proactive transparency on how you’re spending supporters and donors’ money – this could be an email update on how their money has helped a cause.
* File your accounts on time to the Charity Commission – an ‘overdue’ notice on the Charity Commission register sends the wrong message to donors.
* Have a strong fundraising strategy that actively benefits your purpose, so people know how their money is helping.

**Connect and engage the community:**

* Share issues and invite people to be part of creating the solution.
* Tell authentic stories and encourage others to join the conversation.
* Provide opportunities for people to engage in personally helping another person.
* Connect to your community online – an online presence demonstrates your outreach and people are more likely to invest in the future with you.
* Share the good words others have said about you including recommendations from the public to use your services and experts endorsing you.
* Publicise testimonials, real-life examples of work done by you and content that offers value and information.

**Share your impact:**

* Present a clear narrative about how you made an impact and an honest assessment of where you will change approaches where necessary to make improvements.
* Display facts, figures, photos or videos on your social media and website.

Overall, by keeping up to date with the Charity Commission’s best practice guidance and ensuring trustees are too, will put you in the best position to build public trust in your charity.