BRAND STRATEGIES GROUP

Let your brand find its magic.

Building Trust Through Action Worksheet

Objective: Once you define your nonprofit's Unique Value Proposition (UVP), use this worksheet to ensure that your marketing efforts build trust through consistency, transparency, and reliability.

CONSISTENCY

Whether somebody encounters your organization on social media or sees your booth at a conference, your Unique Value Proposition (UVP) and core message should be clear and consistent. This builds trust and raises awareness for the great work you are doing.

The following questions will help you determine how your nonprofit can increase consistency across various marketing channels.

Effective branding can elicit personal and emotional responses. It can be helpful to reflect on how other brands make you feel and study their strategies before considering your own. What is a nonprofit whose brand you find memorable and admirable?

_____

Look at your chosen nonprofit's relevant marketing channels. Based on what you see, try to paraphrase the nonprofit's UVP here:

_____

_____

How do they keep their messaging consistent across platforms? What phrases/language do you see repeated? Colors? Logo? Graphics? Photos? What elements of their branding build your trust and why?

_____

_____

_____

Make a list of all marketing channels your nonprofit uses (examples: website, social media, newsletters, events, etc...)

Consider your nonprofit's Unique Value Proposition. Is your core message clearly expressed across your marketing channels? How do your logo and color scheme serve your UVP?

It's time to practice! How can you reflect your nonprofit's UVP on your website's homepage?

How can you reflect your nonprofit's UVP on social media?

How can you reflect your nonprofit's UVP in an email newsletter?

TRANSPARENCY

Your donors and supporters want to know how their contributions make a difference. Consider how you might communicate how funds are used to increase your nonprofit's impact. Your organization can practice transparency by consistently sharing funding breakdowns, project updates, success stories, and testimonials.

The following questions will help you plan how your nonprofit can communicate more openly and authentically with audiences.

Make a list of all of the ways people can support your nonprofit (examples: volunteering at community dinners, donating funds via monthly charitable donation, delivering nonperishable goods, etc.):

Circle the most common method of support above. Add any additional details here (e.g. how much is a typical monetary donation, how much time does the average volunteer contribute monthly)

Consider the ways you could quantify the impact the above donation/support makes towards your mission. (e.g. each $25 donation purchases 5 teddy bears for children in need):

How might you communicate this impact across marketing channels? Could you design an infographic? Make a video? Write a tagline? Brainstorm here:

Storytelling is an essential tool to practice transparency and authenticity with audiences. Trust is built when people can empathize with somebody else's story. Gathering stories and sharing them across platforms and mediums help make your UVP feel relatable and compelling.

Synopsize 1-2 stories from your nonprofit's staff members or volunteers that highlight your impact:

Synopsize 1-2 stories from your nonprofit's beneficiaries that highlight your impact:

List the ways you could tell these stories on your marketing channel[s]. What medium would best serve them? Video? Photos with captions? Blog posts?

RELIABILITY

Reliability is a cornerstone of trust. It's difficult to rely on someone who is inconsistent, and the same goes for a nonprofit. This section of the worksheet is designed to help you make realistic promises and ensure you are there for your community when they need you most.

This exercise aims to help you focus on your core values without overthinking. Keep your pen moving, and feel free to repeat yourself if needed—repetition can clarify your true priorities.

Set a timer for 5 minutes. Write down everything your nonprofit commits to achieving and everything you personally commit to doing to support its mission. When you're ready, press start.

PROMISES:

Phew. Put your pen down and take a breathe.

Read through your list and circle the promises that seem to share a common theme. What connection can you draw between the promises on this list? How do they relate to your nonprofit's UVP?

Based on this exercise, craft a short "We Promise" statement that holds your organization accountable for what it purports to do.

Building trust takes time, but your nonprofit can foster meaningful, lasting relationships with your supporters by committing to consistency, transparency, and reliability. The actions you've outlined in this worksheet will help ensure your organization stays true to its Unique Value Proposition (UVP), delivering on the promises you make to your community. When your message is consistent, your impact is transparent, and your reliability is proven, you create a foundation of trust that inspires greater support and engagement.

You're making a difference—let people see your magic.

This worksheet is designed to spark ideas and foster meaningful conversations within your organization, serving as a starting point to enhance your brand strategy. It is intended for internal use only and is not a substitute for professional advice. Brand Strategies Group makes no guarantees regarding specific outcomes and is not liable for any actions or results arising from its use. For tailored guidance, please contact Brand Strategies Group or consult a trusted brand and marketing expert.

© 2024 Brand Strategies Group. All rights reserved. This material may not be reproduced, distributed, or used for commercial purposes without permission.