

KLT FACTOR



The Know, Like, Trust model describes how relationships develop between organisations and their supporters. People are more likely to engage and give when they understand who you are, feel positively about your values, and trust your expertise and impact.

Building trust takes time and consistency. Clear messaging, visible integrity, openness, and credibility all play a role. When supporters feel confident in an organisation, they are more likely to take the next step, whether that is donating, volunteering, or advocating.

Focusing on know, like, and trust helps charities move away from transactional fundraising towards meaningful, long-term relationships that support sustainable income.

If you want to learn more about how Good Fundraising could help, please contact info@gfco.uk
