



# TRUST EXPOSED

Presented by Vanessa Toperczer October, 2021 | Released October 21<sup>st</sup>

# IMI International Overview

SINCE 1971 OUR CORE PURPOSE

## INSIGHT DRIVING PROFIT

150+  
CLIENT PARTNERS

FROM 45+  
COUNTRIES



MONTHLY INSIGHT **X18** COUNTRIES  
OFFICES ON FOUR CONTINENTS



**RELEVANT  
CONTEXT**

**50,000+**  
CASE STUDIES



PERFORMANCE VS.  
IN-MARKET  
BENCHMARKS

### FACT-BASED GUIDANCE FOR EVERY STEP OF THE WAY



#### DISCOVER

UNCOVER  
GENUINE  
OPPORTUNITY



#### CONFIRM

FACT BASED RELATIVE TO IN  
MARKET ACTION STANDARD  
/ BENCHMARKS\*



#### OPTIMIZE

MAKE THE MOST OF EVERY  
DOLLAR WITH CONTINUOUS  
ROI OPTIMIZATION

# Uncover Opportunity, Set your Strategy, Intercept and Engage to drive your ROI.

## WHO TO FOCUS ON



## HOW TO CONNECT



## WHERE TO BE



## WHAT TO SAY



IMI PRESENTATION SOURCES

GENPULSE 

CATEGORYPULSE 

BRANDPULSE 

GLOBALPULSE 

# IMI Webinar Series

Since the beginning of the pandemic IMI has been releasing insight to help provide pragmatic counsel and support strong decision making that drives your ROI.

For this presentation we received input from over 100k consumers 13+ across North America. Over 20,000 interviews were completed in October and analysis was completed on 'Trust related questions' from over 80,000+ interviews completed in January to September 2021.

## TRUST Exposed: TODAY

Accelerating Consumer Engagement with Not-For-Profit : Nov 18

What Drives People to Purchase: Jan 20<sup>th</sup>, 2022

These are in addition to the GLOBAL GROWTH series updates.

If you would like more information, please feel free to contact Vanessa Toperczer [vtoperczer@consultimi.com](mailto:vtoperczer@consultimi.com) or Don Mayo, [dmayo@consultimi.com](mailto:dmayo@consultimi.com).

All content is  
available on  
**IMI's Global Content  
Portal**



[content.consultimi.com](https://content.consultimi.com)





# About the Speaker

**Driven by intention and curiosity, Vanessa's career to-date has provided her with a 360 view of the Marketing world - spanning Agency at Anthem Worldwide and Monsoon Communications, Brand at Coca-Cola, Not-for-Profit at WE Charity, Social Enterprise at ME to WE and the Insights sides of the business at IMI International.**

**Her experience encompasses brand transformation and optimization; growth strategy development; communications strategy and articulation, partnership and sponsorship strategy, team leadership and empowerment, plus entrepreneurial business development and hustle.**

**Vanessa's core focus is to leverage insight to uncover strong and pragmatic direction for any business challenge.**



**Vanessa Toperczer**  
Senior Vice President, IMI International



IMI NEXTWAVE™ CONTENT SERIES

## UNCOVERING PURPOSE

Presented by Vanessa Toperczer April 29<sup>th</sup>, 2021

WEIGHT LIMIT  
5 AXLES 29T  
6 AXLES 32T  
7 AXLES 36T

**Fundamentals + PURPOSE = Purchase**

**Quality. Trust. Price. Ease + PURPOSE**

MUST HAVES: STRONG FUNDAMENTALS

REASON FOR BEING

**In our April Webinar  
Uncovering PURPOSE  
we highlighted the  
fundamentals for  
building your brand.**



**We've set the stage to know that TRUST is important.**

**Now we're exposing the nuances to learn how we can develop and keep this powerful building block.**



# TRUST

**What does it really mean?**

**How do you build it?**

**Does its importance differ by demographic?**

**Does it differ by category?**

**Any messages that build it?**

**Can visuals impact trustworthiness?**



# TRUST EXPOSED

## SECTION 1

### Fundamentals of TRUST

- Size of Influence
- What it's made of...how you lose it
- Years to Build
- Can you get it back, if lost?
- Actions that accelerate and decelerate TRUST

## SECTION 2

### Category, Brand and Demographic Differences

- Demographic profiling - who does it most influence/ least influence?
- Differences between categories?
- Are there different expectations of specific brands?

## SECTION 3

### Importance of the Right Messaging

- What messages drive trust
- What messages drain it

Followed by Q&A

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lymph)  
to blast (lim

## SECTION 1

# The Fundamentals of TRUST

...  
cation.  
-adj. false; not truthful.  
-v. present participle of lie<sup>1</sup>.  
told the truth. -ly<sup>1</sup>ingly, adv.  
lying<sup>2</sup> (lī'ing), v. present participle of lie<sup>2</sup>. He was  
lying on the ground.  
lying-in (lī'ing in'), n., adj. -n. confinement in  
childbirth, giving birth to a child. -adj. of or hav-  
ing to do with childbirth; a lying-in hospital.  
Lysman alpha, or Lyman-alpha (lī'man-ā'fā),  
-ing to do with the Lyman-alpha line.  
... of or having to do with the Lyman-alpha line.  
... of or having to do with the Lyman-alpha line.  
... of or having to do with the Lyman-alpha line.

# How important is TRUST?

**TRUST Drives Purchase for OVER 2/3<sup>RDs</sup> of the US Population 13-65 yrs**



**69%**  
**ANNUALLY**

**158M**

**Americans have purchased a brand  
because it's a TRUSTED brand name**

Purchase because it's a TRUSTED BRAND NAME. June 2021. IMI GenPulse.



# PURCHASED A BRAND, PRODUCT OR SERVICE DUE TO TRUST



HAVE PURCHASED

PURCHASE BRANDS  
WEEKLY DUE TO  
BEING A TRUSTED  
BRAND

**69%**

**28%**



USA

**71%**

**24%**



CANADA

**66%**

**24%**



UK

**67%**

**24%**



AUSTRALIA

IMI24™ : N=140,000 across the 4 countries - Feb 2020 through July 2021

# WHERE TRUST RANKS IN DRIVING PURCHASE WEEKLY



TRUST RANK VS. 102  
DIFFERENT  
ACTIVATION TACTICS

PURCHASE BRANDS  
WEEKLY DUE TO  
BEING A TRUSTED  
BRAND

1<sup>st</sup>

28%



USA

3<sup>RD</sup>

24%



CANADA

1<sup>ST</sup>

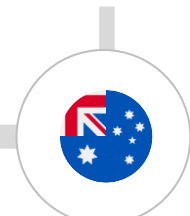
24%



UK

2<sup>nd</sup>

24%



AUSTRALIA

IMI24™ : N=140,000 across the 4 countries - Feb 2020 through July 2021



# What are the building blocks of TRUST?

# Trust is built with multiple components

Unaided- 'Why People Do Trust Brands'. October 2021

# TRUST

Quality

Price

Value

Consistency

Dependability

Reliability

Stand by their product

Years in business

Durability

They work

Good work

Usability

Life Span

Canadian Made

Environmentally  
Friendly

Natural Products

Brands

Name

Innovation

Style/Looks

Leadership

Reviews

Popularity

Reputation

Well-known

Testimonials

Honest

Truth in Advertising

Cost



# With the Top 5 being Quality, Price, Value, Well-Known and Cost

Unaided- 'Why People Do Trust Brands'. October 2021

# TRUST

Quality

Price

Value

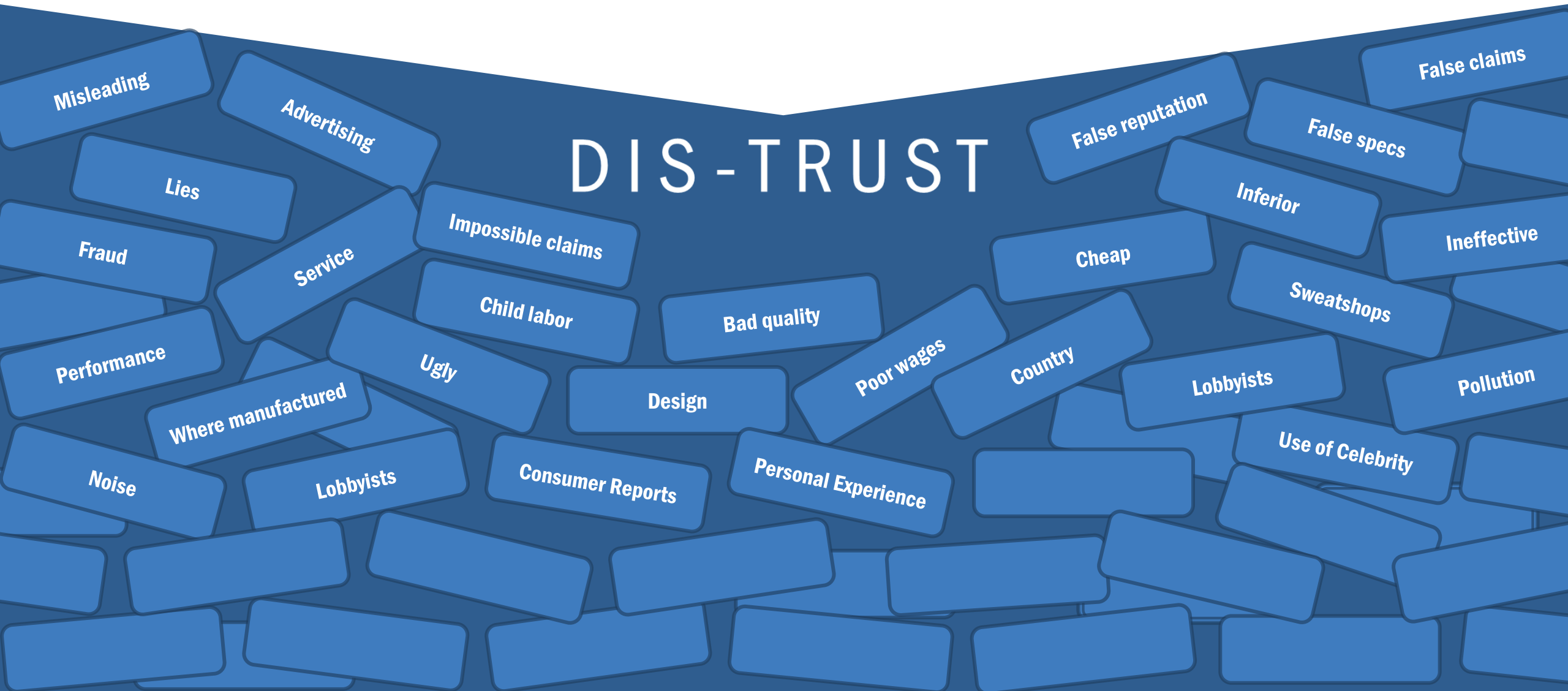
Well-known

Cost

**COST+QUALITY AND QUALITY+VALUE ARE TWO WORDS USED TOGETHER OFTEN.  
IT'S THE COMBINATION OF DELIVERING GREAT**

# And on the flip side there are key factors leading to dis-trusting brands

Unaided- "Why People Do Not Trust Brands". October 2021.



# With the Top 3 being Misleading, Cheap and Ineffective

Unaided- "Why People Do Not Trust Brands". October 2021.

## DIS-TRUST

Misleading

Cheap

Ineffective



**How many years to build TRUST in a company, product or service?**



# It takes many years to build TRUST...

Completed October 10-13, 2021, 13+ Years old, n=500 USA, Canada, UK

## YEARS



5.2

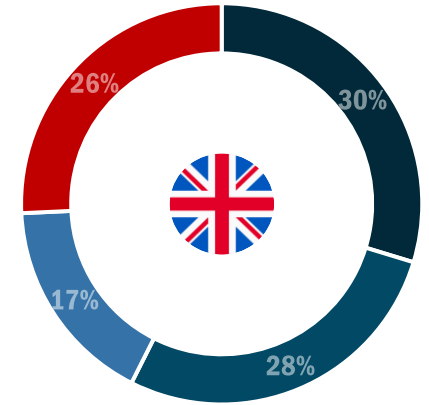
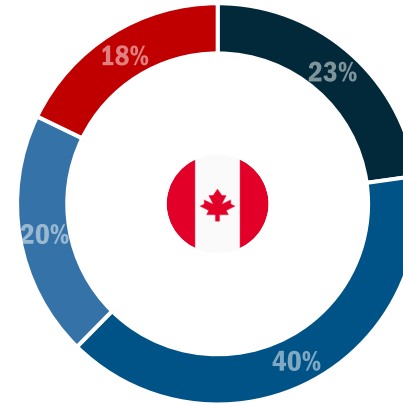
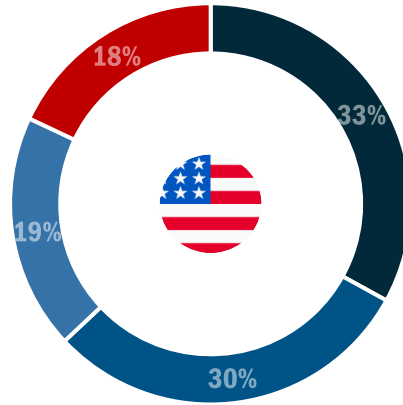


4.5



5.3

Explains why 71% purchase because of TRUST – given 20% don't (and say they will never) trust companies.



● 5+ Years ● 2-4 Years ● 1 Year or less ● I will never trust a company

# In Canada, Youth are faster to TRUST but less will EVER TRUST A COMPANY



AND ALTHOUGH GENERALLY CANADIANS TRUST FASTER - YOUNG AMERICANS ARE MORE TRUSTING THAN YOUNG CANADIANS



	13-34	35-54	55+
Trust a Company	69%	82%	75%
Will <b>never</b> Trust a Company	31%	18%	25%
<b>Years to Build Trust? Avg.</b>	<b>4</b>	<b>5</b>	<b>6</b>



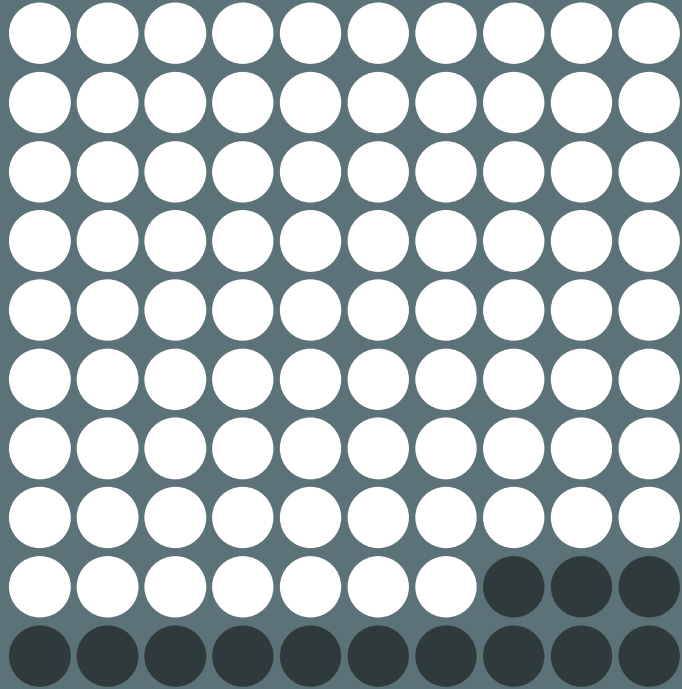
	13-34	35-54	55+
Trust a Company	81%	76%	77%
Will <b>never</b> Trust a Company	19%	24%	23%
<b>Years to Build Trust? Avg.</b>	<b>4.6</b>	<b>5.5</b>	<b>5</b>

How many years would it take for a company, product or service to \*build your Trust in them?\*

# Do People ever **LOSE TRUST**?

# Unaided- Name a brand that has lost your TRUST

Completed October 10-13, 2021, 13+ Years old, n=600 USA, Canada



# 87%

of North Americans  
named 1+ Brands

## Types of companies where they lost TRUST NO CATEGORY IS SPECIAL

- Home improvement
- Government
- Retail
- Banks
- CPG
- Auto
- Social
- Soft drink
- Pharmacy
- Streaming services
- Apps
- Search engines
- Technology
- Telecommunications
- Health and wellness
- QSR
- Real Estate
- Lawyers
- Airlines
- Oil



# **Maintaining TRUST is Essential, Difficult and Possible**





# Maintaining trust is essential, difficult and possible

Completed October 10-13, 2021, 13+ Years old, n=500 USA, Canada

## NETFLIX

I TRUST THIS BRAND

Oct 2018

Oct 2021

Oct 2018

Oct 2021

11%

15%

18%

20%

I DON'T TRUST THIS BRAND

-3%

-4%

-6%

-5%

THIS BRAND ONLY CARES ABOUT PROFITS

-5%

-6%

-8%

-6%



USA



CANADA

LOOKING AT THE POSITIVE AND THE NEGATIVE IS IMPORTANT - NETFLIX HAS DONE A GOOD JOB OF BUILDING TRUST AND NOT INCREASING DIS-TRUST IN THEIR BRAND.



# Canadian Tire has remained steady on both the positive and negative of TRUST

Completed October 10-13, 2021, 13+ Years old, n=500 USA, Canada



I TRUST THIS BRAND

Oct 2018

Oct 2021

27%

28%

I DON'T TRUST THIS BRAND

-5%

-4%

THIS BRAND ONLY CARES ABOUT PROFITS

-4%

-2%



CANADA



# Facebook has gained significantly on the Dis-TRUST side of the equation.

Completed October 10-13, 2021, 13+ Years old, n=500 USA, Canada



I TRUST THIS BRAND

I DON'T TRUST THIS BRAND

THIS BRAND ONLY CARES ABOUT PROFITS

Oct 2018

Oct 2021

Oct 2018

Oct 2021

8%

9%

9%

9%

-22%

-26%

-21%

-25%

-14%

-22%

-15%

-24%



USA



CANADA



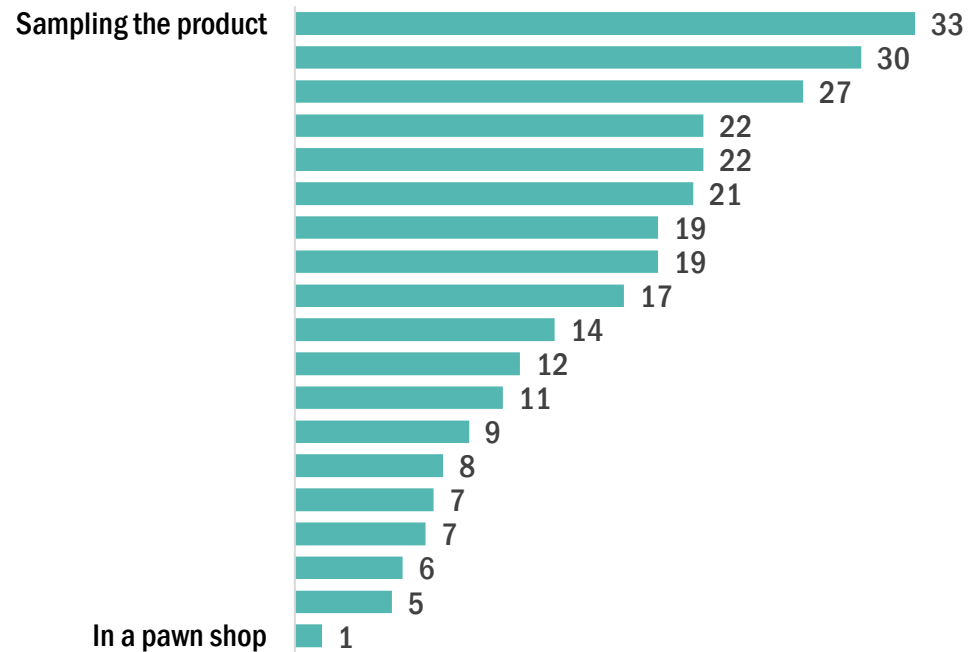
# Does how and where your brand shows up impact TRUST?



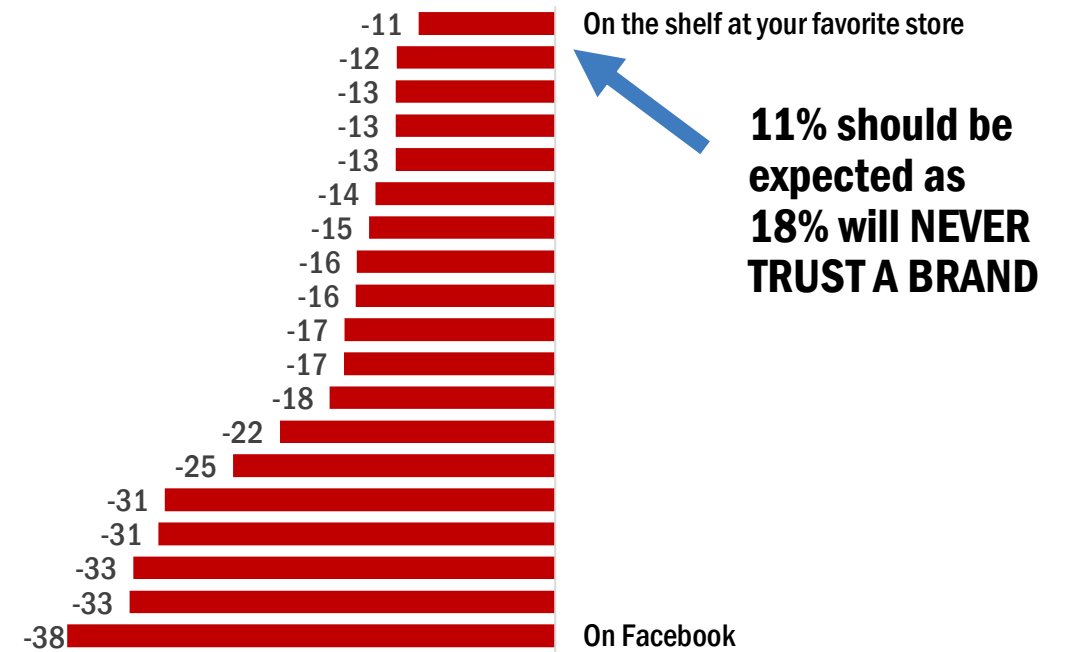
# Where you Show Up Impacts Trust...

IMI NextWave October 2021 - N=900 respondents per country

## % THAT 'TRUST A BRAND MORE WHEN THEY SEE AT...



## % THAT 'TRUST A BRAND LESS WHEN THEY SEE AT...



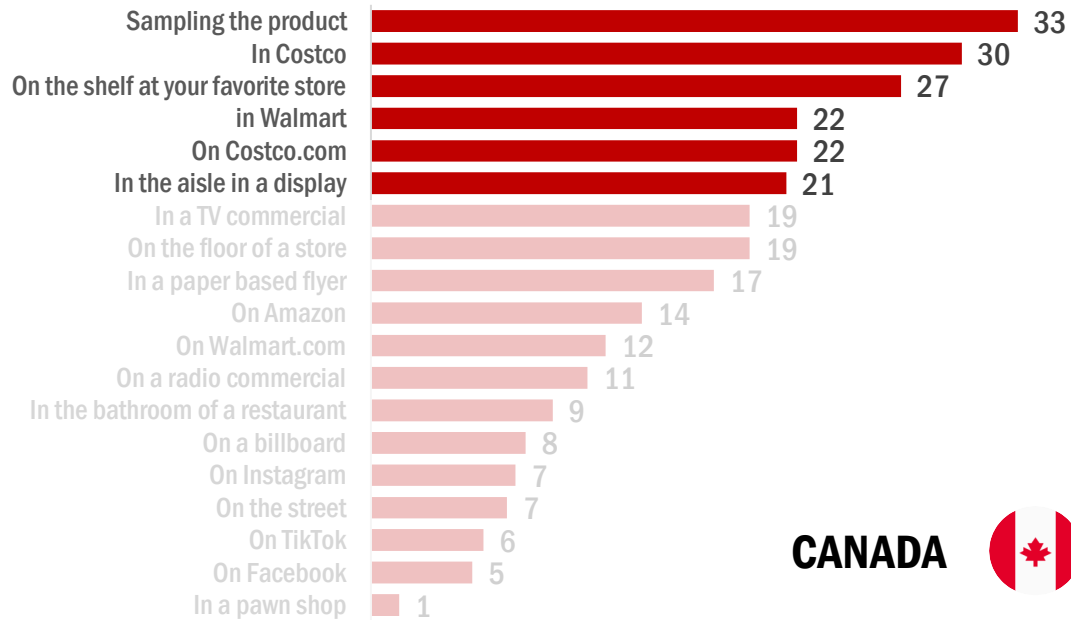
Q. When seeing a brand, product or service at the locations - it encourages me to TRUST THE BRAND MORE



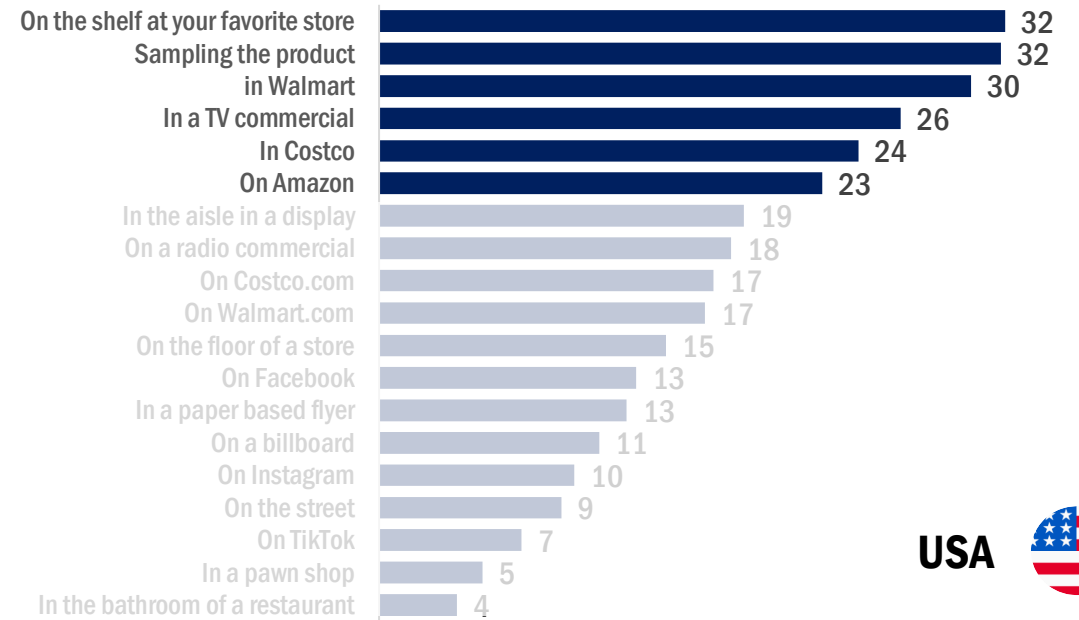
# Where you show up impacts TRUST...

IMI NextWave October 2021 - N=900 respondents per country

## % THAT 'TRUST A BRAND MORE WHEN THEY SEE AT...



CANADA 



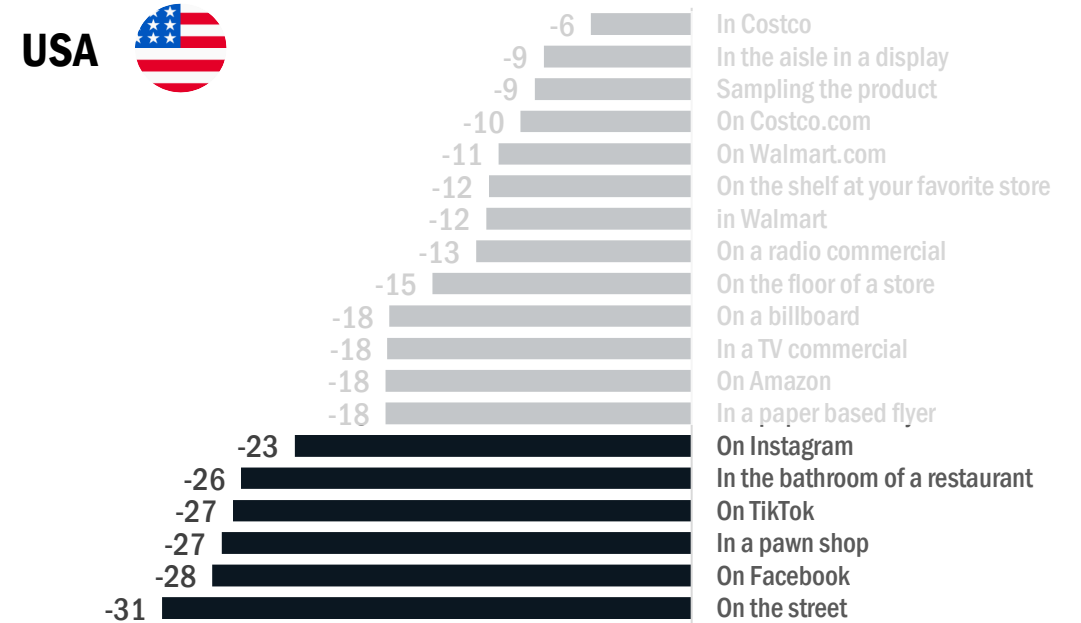
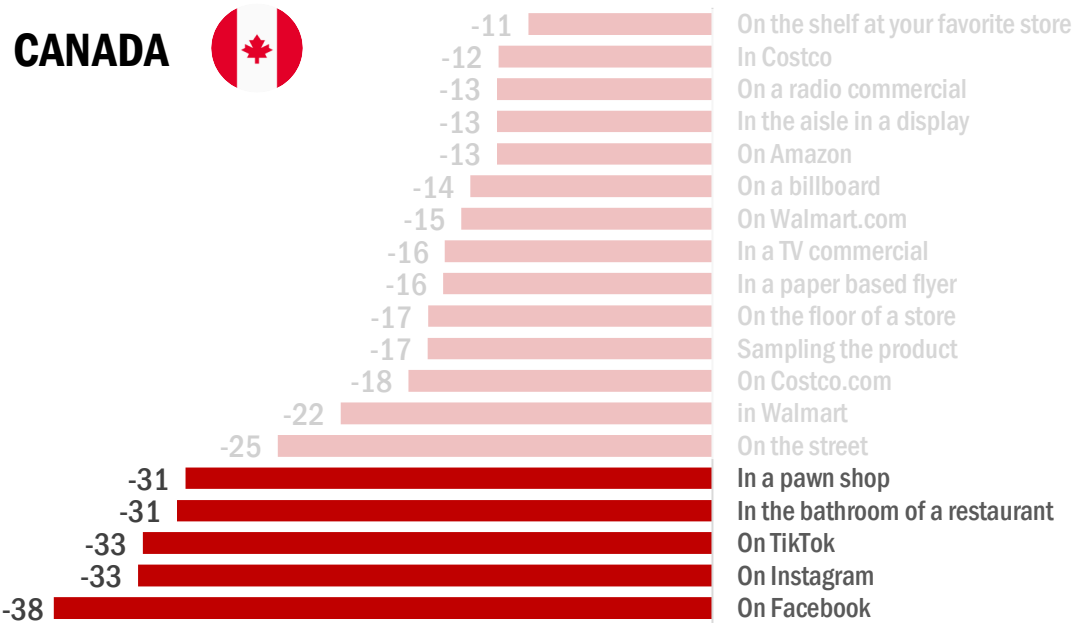
USA 

Q. When seeing a brand, product or service at the locations - it encourages me to TRUST THE BRAND MORE

# Actions brands take that will get people to TRUST THEIR BRAND LESS

IMI NextWave October 2021 - N=900 respondents per country

## % THAT 'TRUST A BRAND **LESS** WHEN THEY SEE AT...



Q. When seeing a brand, product or service at the locations - it encourages me to TRUST THE BRAND LESS



**Being on Social Media on its own will not build BRAND TRUST, it's what you say and do when you are in that medium that matters.**



**Showing up in peoples' favorite store, with In-Store Display or In-Store Sampling or on Television can help build brand TRUST.**



# Can brands regain TRUST – If they have lost it?

# Yes, BUT it takes action and not everyone will come back onboard...

Completed October 10-13, 2021, 13+ Years old, n=300 USA, Canada



What can a company, product or service do to regain your Trust - if they have done something to lose it?



# What can you DO to regain TRUST?

Completed October 10-13, 2021, 13+ Years old, n=300 USA, Canada

Cash/Pay Me/Compensate me  
Free items/merchandise/stuff  
Make it right



**34%**

**Provide Compensation**

Apologize/Say Sorry/Repent  
Ask How they can fix it  
Correct it  
Be Honest / Own it /  
Be Transparent  
Change their ways  
Prove themselves



**31%**

**Acknowledge and Fix**

**30%**

**Cannot Regain Trust once its lost**

**5%**

**Don't know**

What can a company, product or service do to regain your Trust - if they have done something to lose it?

**EVERY purchase is a relationship  
with your brand – keep it sacred!**

**If you lose trust with a consumer, it  
takes energy and resources to get it  
back...which could be spent on  
driving your business forward.**

## SECTION 2

# Category, Brand and Demographic Deep-Dive



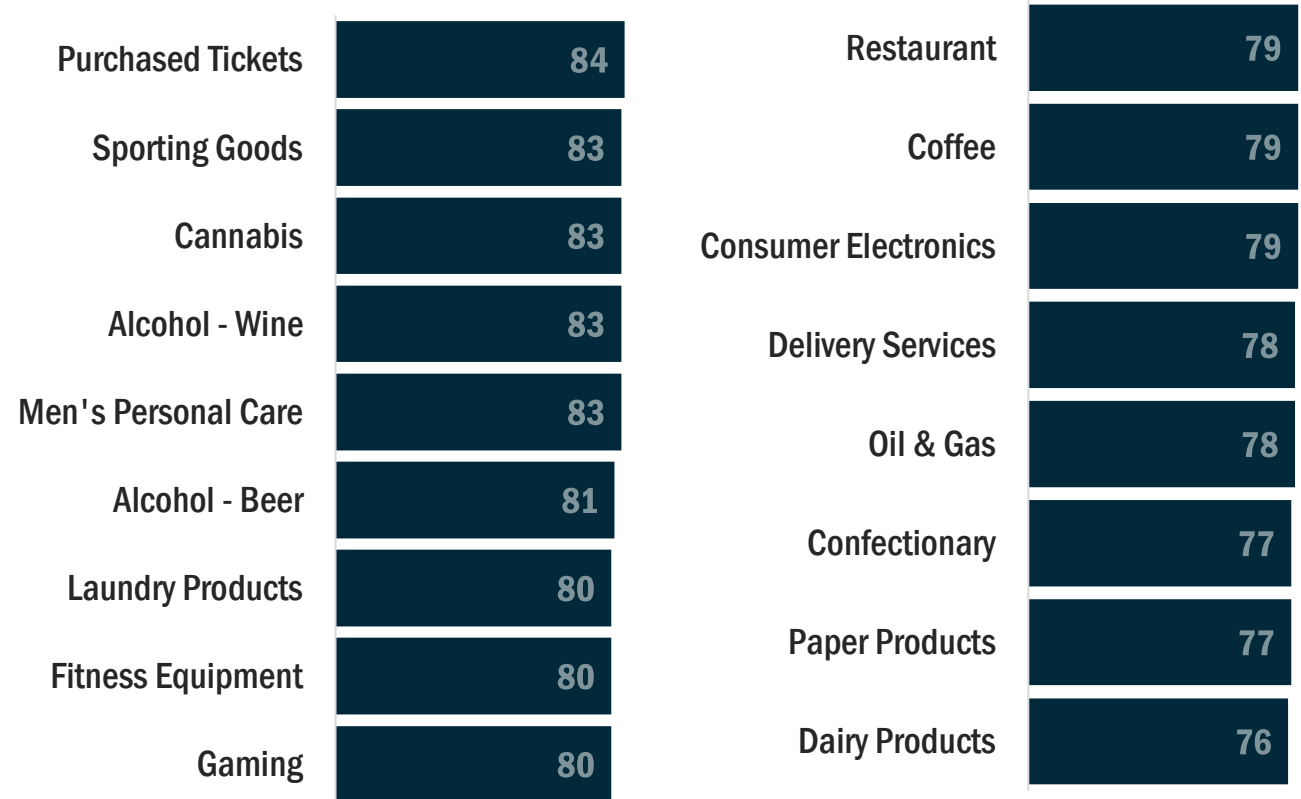
# Does the importance of TRUST differ by Category?



### PURCHASE BECAUSE IT'S A TRUSTED BRAND NAME (P12M)

In the US, the purchase of some categories are more influenced by TRUST than others but **there isn't a clear pattern.**

The reality is that as TRUST is important to people it is a driver across categories.







**TRUST** is more important to those that purchase fitness wearables than those that use ride share.

**INTUITAVELY IT WOULD BE THE OTHER WAY AROUND...**

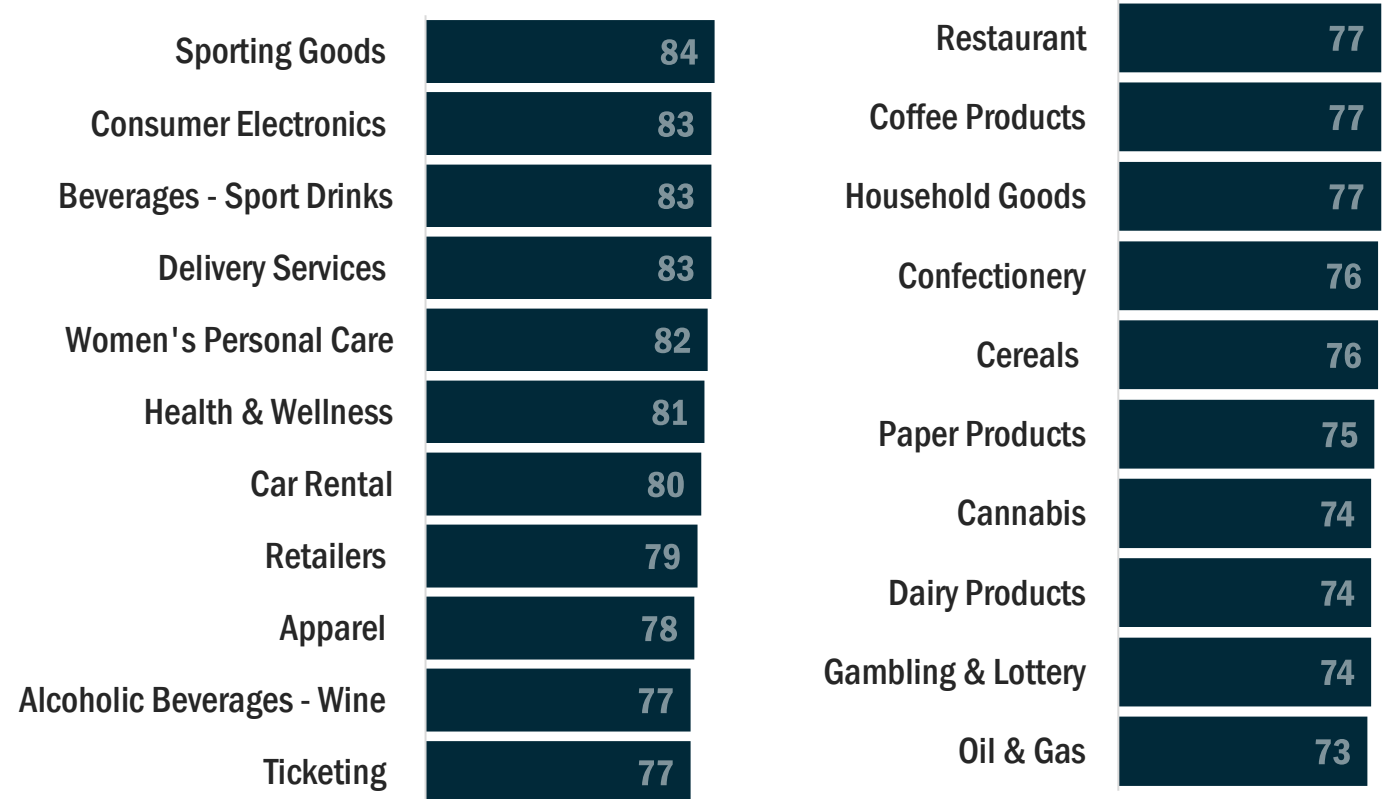




## PURCHASE BECAUSE IT'S A TRUSTED BRAND NAME (P12M)

**The reality is that trusted brand names drive purchase.**

**In Canada, similar to the US, in some categories TRUST has a heightened importance but **there isn't a clear pattern.** You have to do the work to understand its relative importance.**





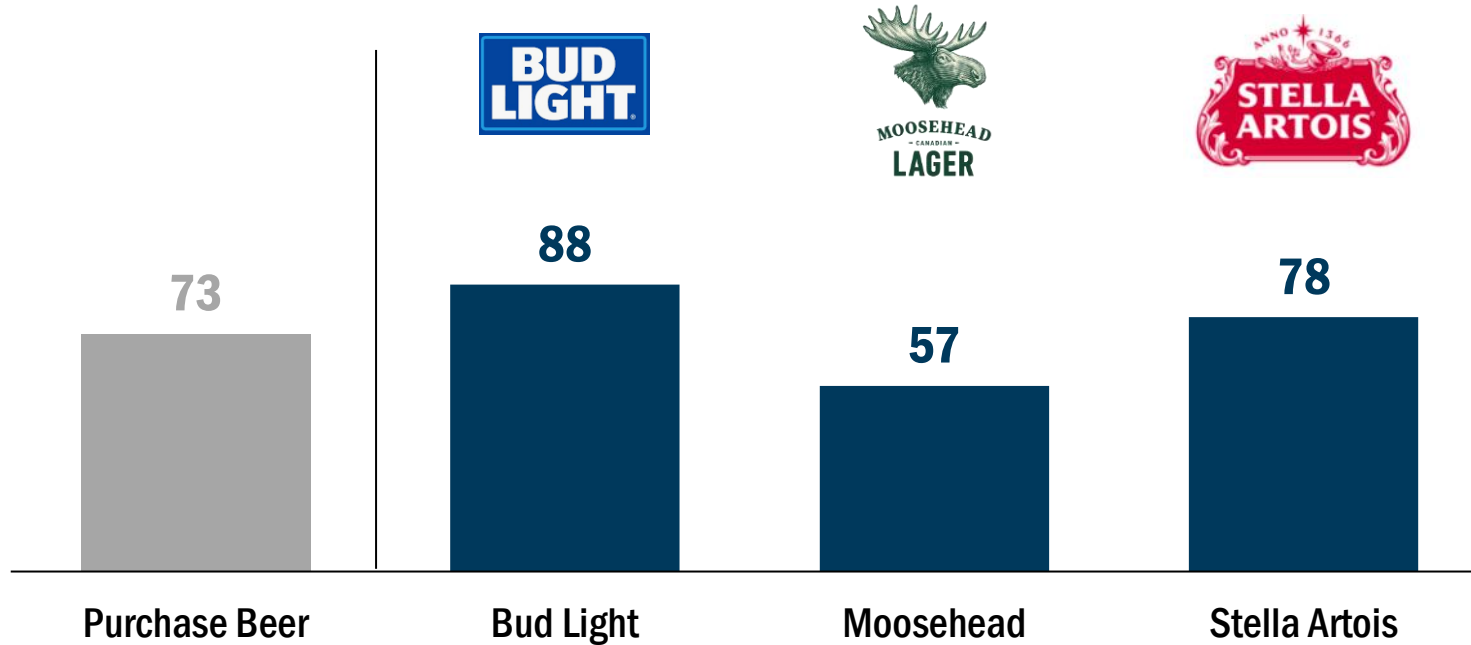
**What happens if you look a little deeper at the brand level...**



# For Beer Brands, whether in Canada or the US, not all brand purchasers are alike...



Purchase because it's a TRUSTED brand



TRUST has a different level of importance depending on the brand. If you're retaining Moosehead purchasers TRUST may not be your main focus but if you're looking to recruit you may need a different story.

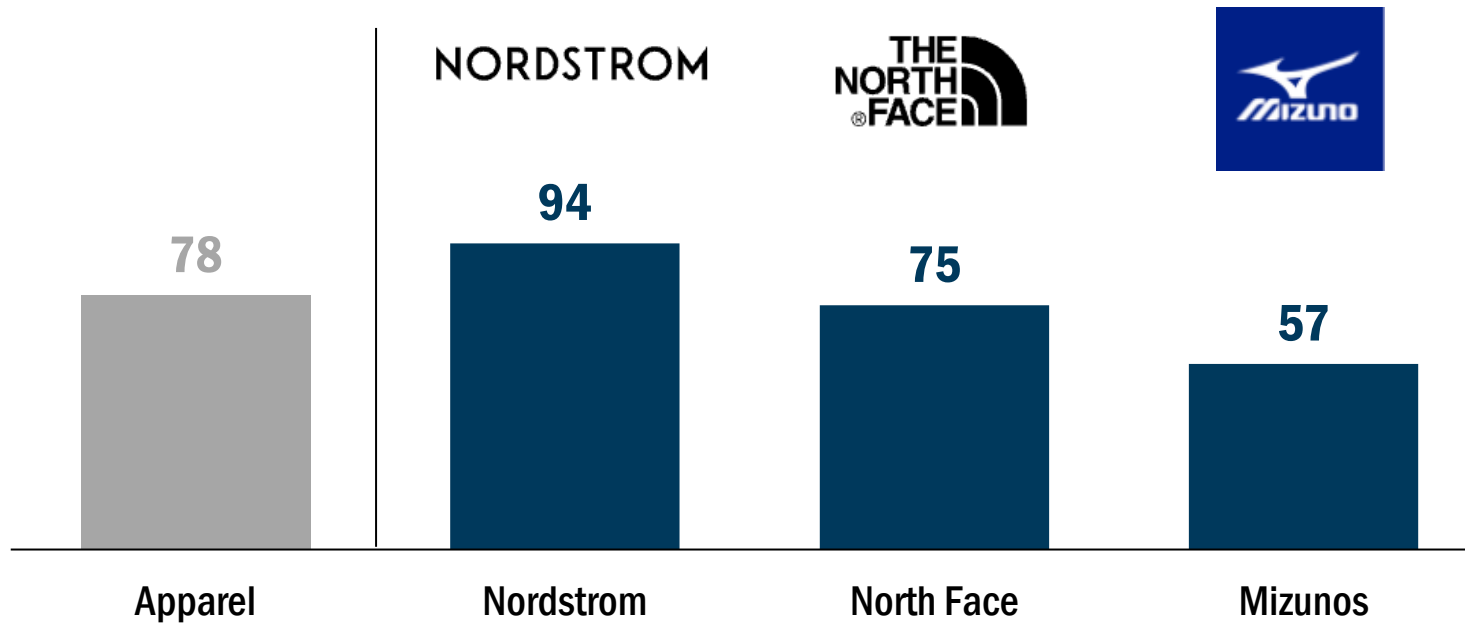
BrandPulse™ June 2021.



# Similar story in the Apparel Category...



Purchase because it's a TRUSTED brand



People that purchase from Nordstrom are more influenced by TRUST than those that purchase from The North Face. Important to dive into who you care about to drive your brand.

BrandPulse™ June 2021.







**What about People.  
Who is TRUST most important  
to...OR not important to at all?**

# TRUST has a similar influence across all demographics in Canada



**GEN-Z**  
(13-24)



**71%**

**MILLENNIALS**  
(25-39)



**71%**

**GEN-X**  
(40-55)



**70%**

**BOOMERS**  
(56-64)



**74%**

GenPulse™ June 2021. Purchase because it's a TRUSTED brand name



# It's when you look at the nuances that you find the insight...



## KIDS OR NO KIDS?



Kids < 18	75%
No Kids <18	69%
Kids < 3	80%
Kids 4-6	84%
Kids 7-12	76%
Kids 13-17	72%



**THOSE WITH KIDS AT HOME HOLD TRUST IN A HIGHER REGARD – AND DECREASING AS THE KIDS GET OLDER**

GenPulse™ June 2021. Purchase because it's a TRUSTED brand name

# It's when you look at the nuances that you find the insight...



## KIDS OR NO KIDS?



Kids < 18	75%
No Kids <18	69%
Kids < 3	80%
Kids 4-6	84%
Kids 7-12	76%
Kids 13-17	72%

## EDUCATION AND INCOME



University / Post Grad	71%
College	72%
High School or Lower	73%
NA: Under \$70K	67%
NA: \$70K+	74%
NA: Under \$100K	69%
NA: \$100K+	75%

**LEVEL OF EDUCATION DOESN'T MAKE A SIGNIFICANT DIFFERENCE BUT THE HIGHER THE INCOME THE MORE IMPORTANT TRUST BECOMES**



GenPulse™ June 2021. Purchase because it's a TRUSTED brand name

# TRUST does not play as important a role across generations in the US - exception being Gen-X and older Millennials.



**GEN-Z**  
(13-24)



**63%**  
🇨🇦 71%

**MILLENNIALS**  
(25-39)



**69%**  
🇨🇦 71%

**GEN-X**  
(40-55)



**76%**  
🇨🇦 70%

**BOOMERS**  
(56-64)



**64%**  
🇨🇦 74%

GenPulse™ June 2021. Purchase because it's a TRUSTED brand name

Driven by "older millennials"  
34-39 year olds at 75%



# It's similar across those that identify as male or female



68%

71% CDA



70%

71% CDA



GenPulse™ June 2021. Purchase because it's a TRUSTED brand name

# In the USA the importance of TRUST is the opposite in families with kids



## KIDS OR NO KIDS?



Kids < 18	76%
No Kids <18	63%

Kids < 3	67%
Kids 4-6	78%
Kids 7-12	81%
Kids 13-17	81%



**IN THE USA, THE OLDER THE KIDS IN THE HOUSEHOLD ARE THE MORE IMPORTANT TRUST IS ...NOT WHAT YOU MIGHT INTUITIVELY THINK**



GenPulse™ June 2021. Purchase because it's a TRUSTED brand name



# Regional areas show significant differences...

## KIDS OR NO KIDS?



Kids < 18 **76%**

No Kids <18 **63%**

Kids < 3 **67%**

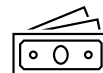
Kids 4-6 **78%**

Kids 7-12 **81%**

Kids 13-17 **81%**



## REGION



Small town/rural **65%**

Suburban **65%**

City/Downtown **77%**

Northeast **64%**

Midwest **61%**


South **73%**

West **72%**



**IF YOU ARE TARGETING THE SOUTH AND THE WEST USA AND CITY CENTERS BUILDING TRUST WILL ACCELERATE YOUR BRAND**

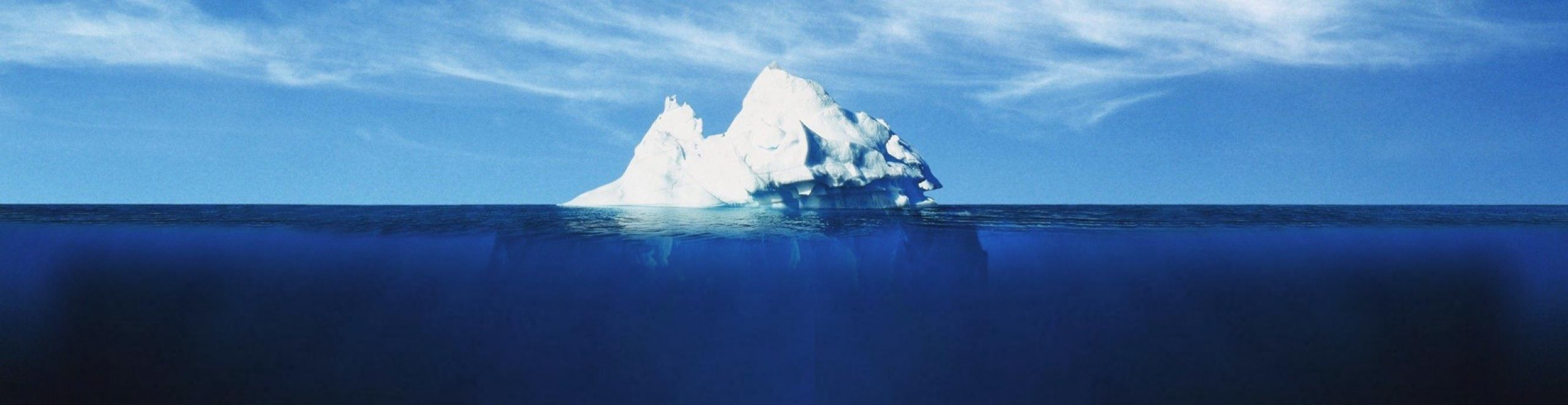
GenPulse™ June 2021. Purchase because it's a TRUSTED brand name



**Reality is: TRUST is important for peoples' relationship with any brand - the DEVIL IS IN THE DETAILS when seeking where it sits for YOU specifically.**

**Where do you play, who do you want to retain and recruit - focus on TRUST accordingly**





**When we dive even deeper  
that's where the magic happens**

**When you take action - you have control of WHAT you say and SHOW.**





# SECTION 3

# Messages that Drive OR Drain TRUST



Over 100 Messages and Visuals Cues were tested  
us IMI's GlobalPulse™, assessing their direct  
impact on Trust of a Brand with the lens of...

**Does it drive or drain TRUST?**



# Summary of Trust More and Trust Less : CANADA

-100+ messages tested in October 2021 : A maximum of 6 messages or visual cues were shown to each respondent.  
A total of 6,800 people 13+ years of age in Canada and the United States evaluated the messages/cues.

## TOP 10 TRUST MORE

<b>Made in Canada</b>	<b>49%</b>
Recommended by a family member	<b>38%</b>
Have seen people in your family purchase	<b>33%</b>
Recommended by a friend	<b>32%</b>
Great Quality	<b>31%</b>
Great Value	<b>29%</b>
Available locally	<b>29%</b>
All natural	<b>28%</b>
Uses 100% renewable materials	<b>28%</b>
90 Day Money Back Guarantee	<b>28%</b>

## TOP 10 TRUST LESS

<b>Made in China</b>	<b>-32%</b>
Endorsed by a celebrity you don't like	<b>-26%</b>
Endorsed by a celebrity	<b>-23%</b>
World's best	<b>-22%</b>
Hassle free guarantee	<b>-22%</b>
Made in Russia	<b>-22%</b>
Buy one get one free	<b>-20%</b>
Consumer Rating of 3.7	<b>-20%</b>
Trusted by Americans	<b>-20%</b>
Endorsed by a celebrity you don't know	<b>-19%</b>



# Summary of Trust More and Trust Less : USA

-100+ messages tested in October 2021 : A maximum of 6 messages or visual cues were shown to each respondent.  
A total of 6,800 people 13+ years of age in Canada and the United States evaluated the messages/cues.

## TOP 10 TRUST MORE

<b>Made in the USA</b>	<b>42%</b>
Great Value	<b>34%</b>
Have seen people in your family purchase	<b>30%</b>
Recommended by a family member	<b>29%</b>
All natural	<b>28%</b>
Great Price	<b>28%</b>
Consumer Rating of 4.5	<b>28%</b>
Developed with your health in mind	<b>28%</b>
Hassle free guarantee	<b>27%</b>
90 Day Money Back Guarantee	<b>26%</b>

## TOP 10 TRUST LESS

<b>Consumer Rating of 3.7</b>	<b>-30%</b>
Endorsed by a celebrity	<b>-30%</b>
Made in China	<b>-27%</b>
World 's best	<b>-26%</b>
Hassle free guarantee	<b>-24%</b>
50% off	<b>-22%</b>
Endorsed by a celebrity you don 't like	<b>-22%</b>
Made in Thailand	<b>-22%</b>
Best Price anywhere	<b>-21%</b>
Consumer Rating of 3.7	<b>-30%</b>

# Major Sections

**WHERE  
MADE**

**TRUSTED  
BY**

**WHEN  
FOUNDED**

**DEVELOPED  
BY**

**HAVE SEEN  
WITH/ON**

**CONSUMER  
RATINGS**

**ENDORSED BY**

**SUPPORTERS  
OF**

**GUARANTEES**

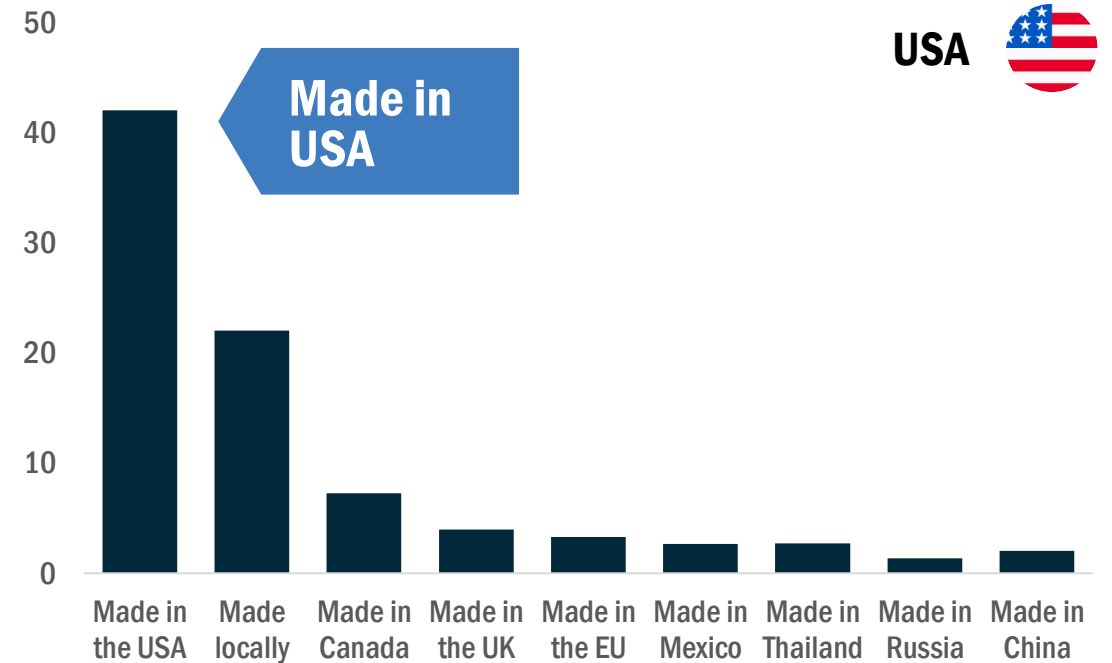
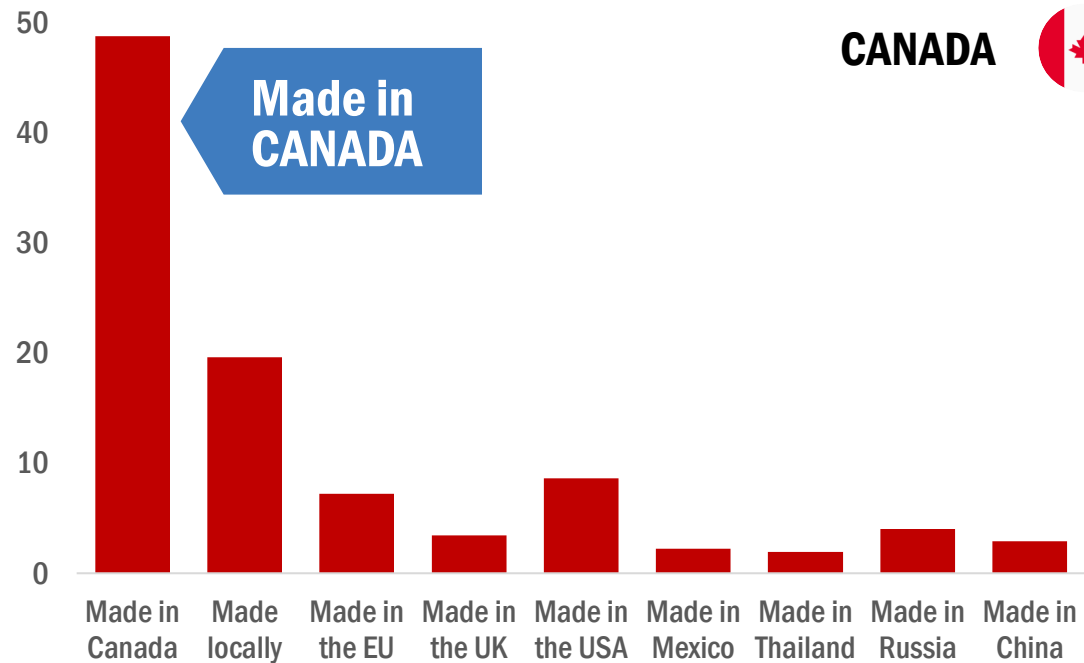
**ENVIRONMENTAL  
BENEFITS**

**FOOD BENEFITS**



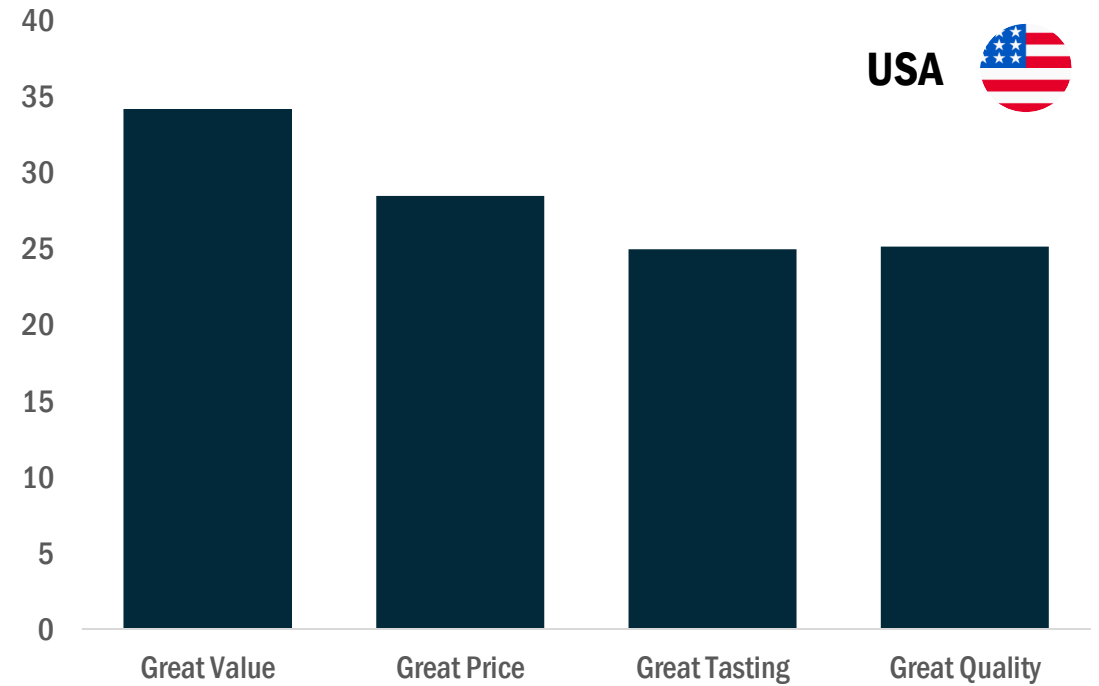
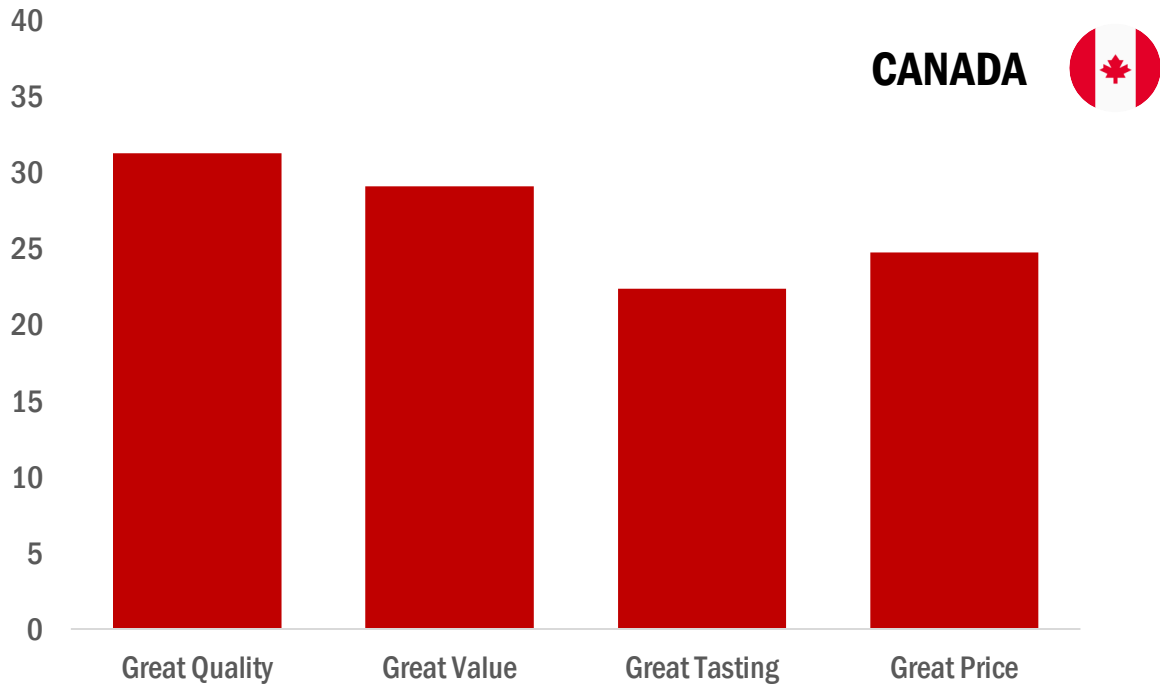
# Where Made – Visual or Written Cues that drive “Trust More”

B U I L D S T R U S T



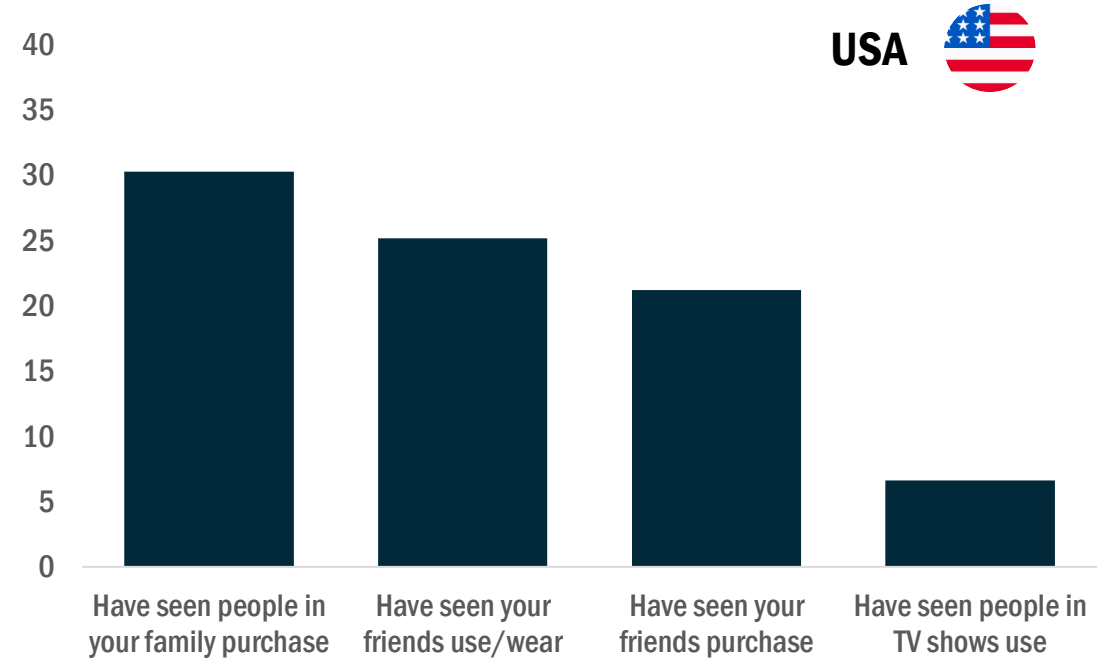
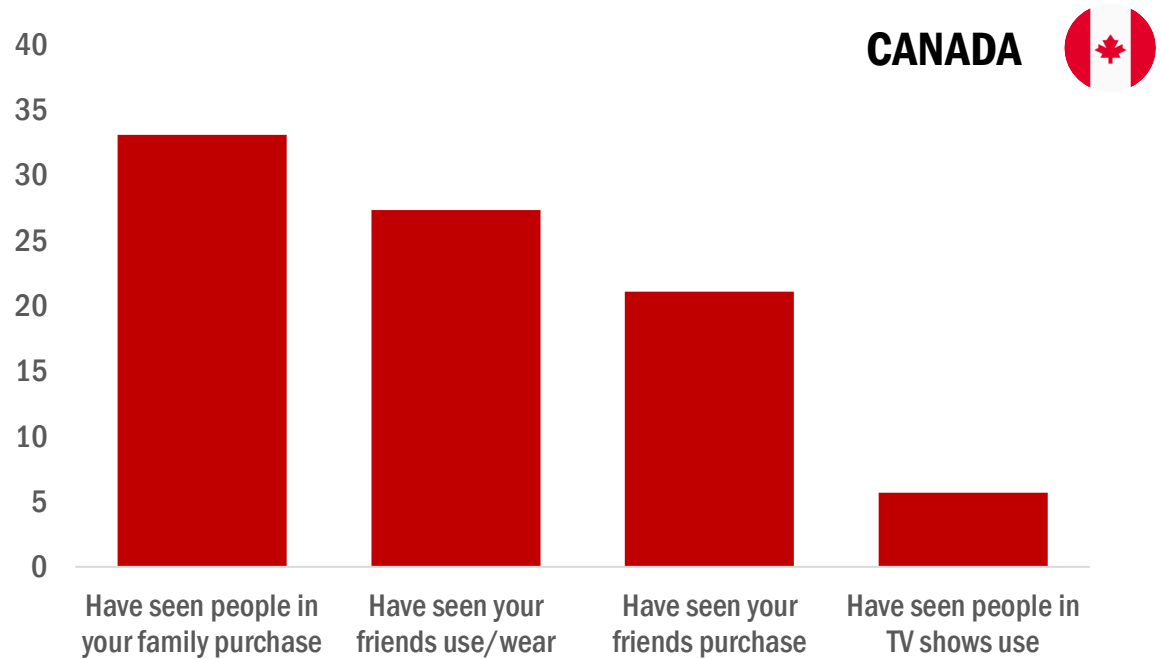
# “Great \_\_\_\_\_” – Visual or Written Cues that drive “Trust More”

## IMPACT ON TRUST



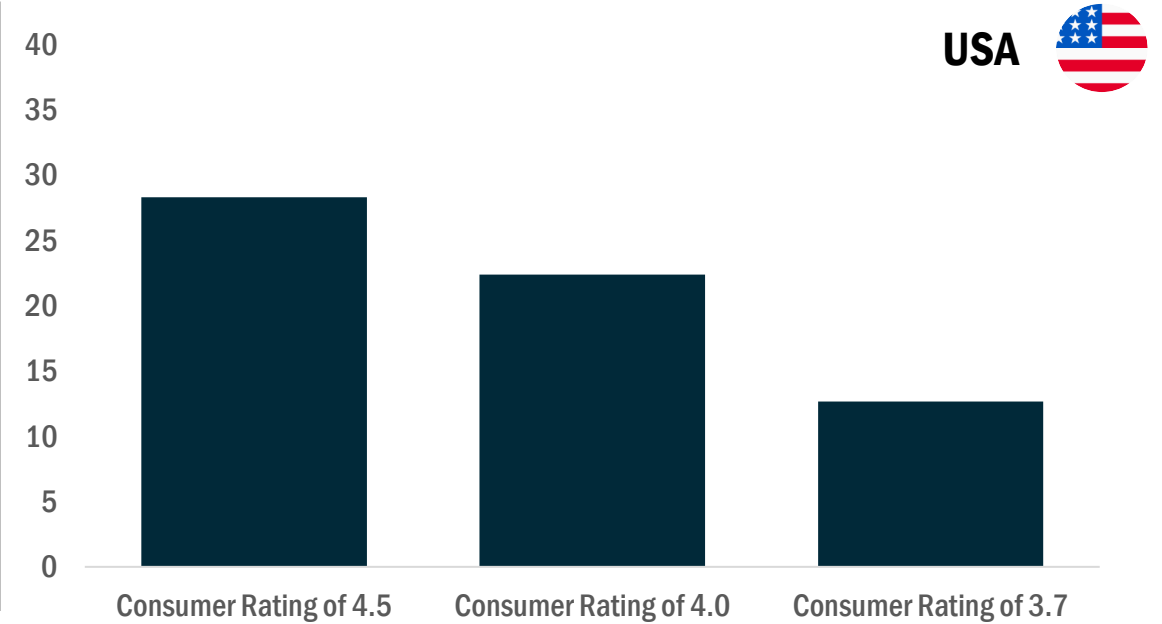
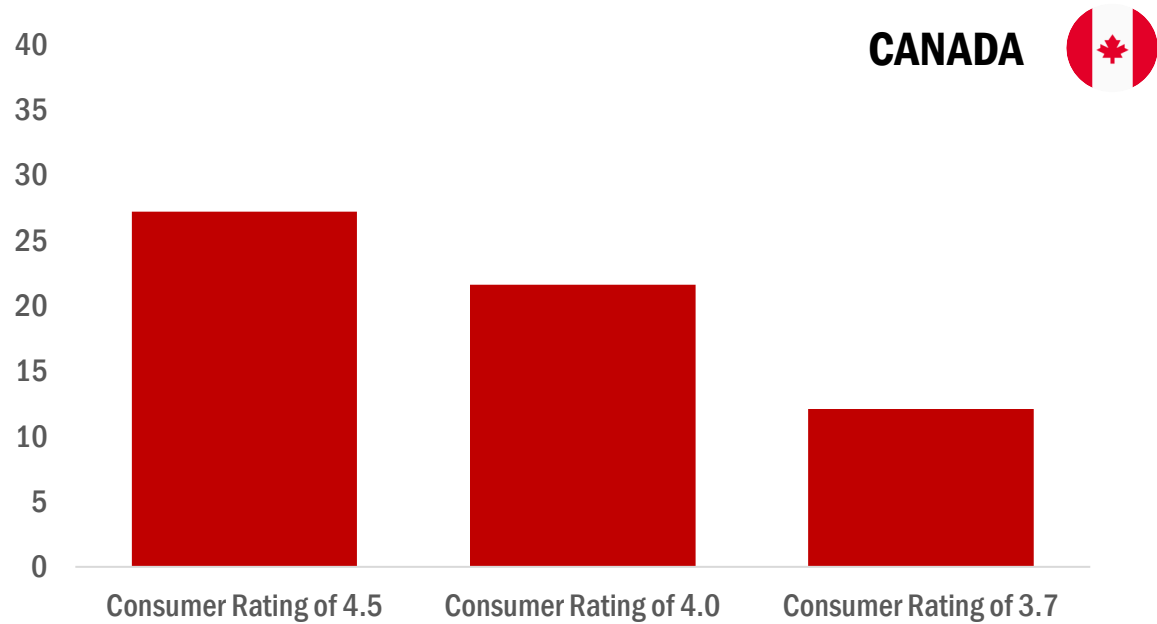
# “Have Seen \_\_\_\_\_” – Visual or Written Cues that drive “Trust More”

## IMPACT ON TRUST



# “Consumer Rating of \_\_\_\_\_” – Visual or Written Cues that drive “Trust More”

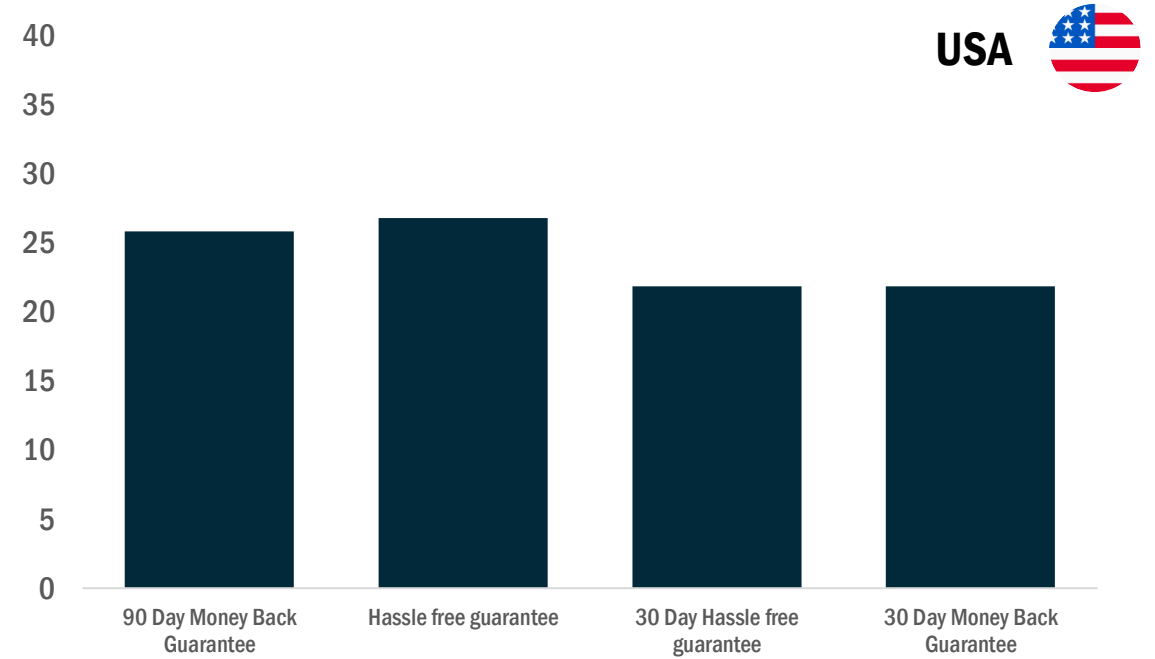
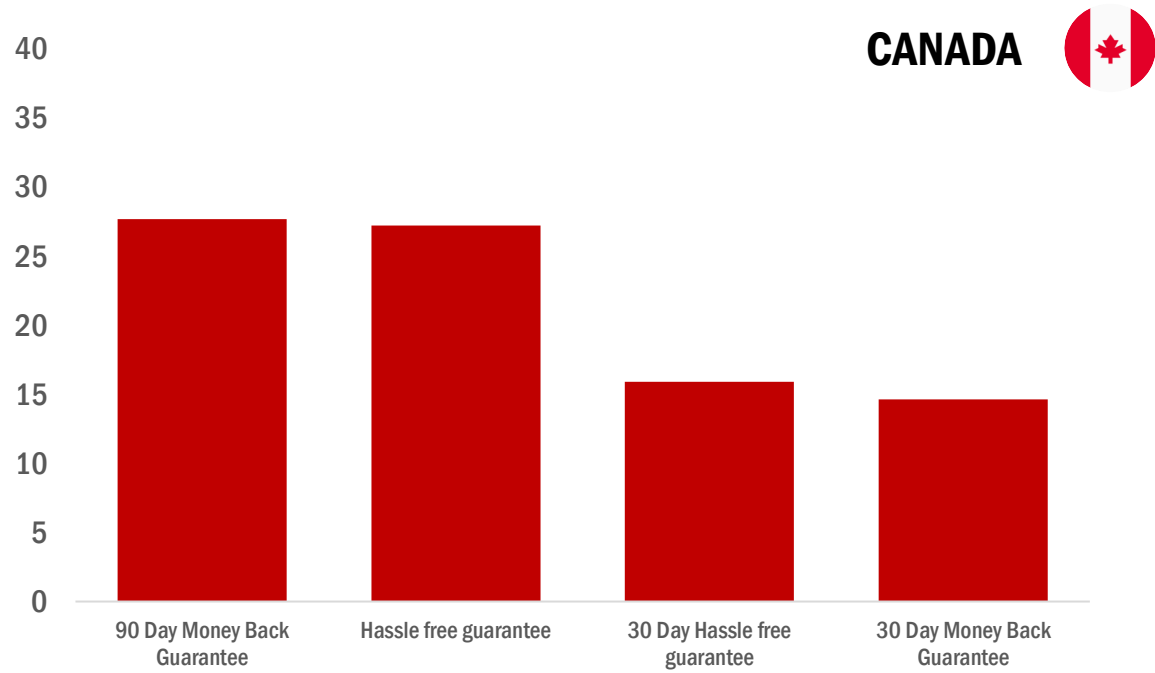
## I M P A C T O N T R U S T





# “Guarantees” – Visual or Written Cues that drive “Trust More”

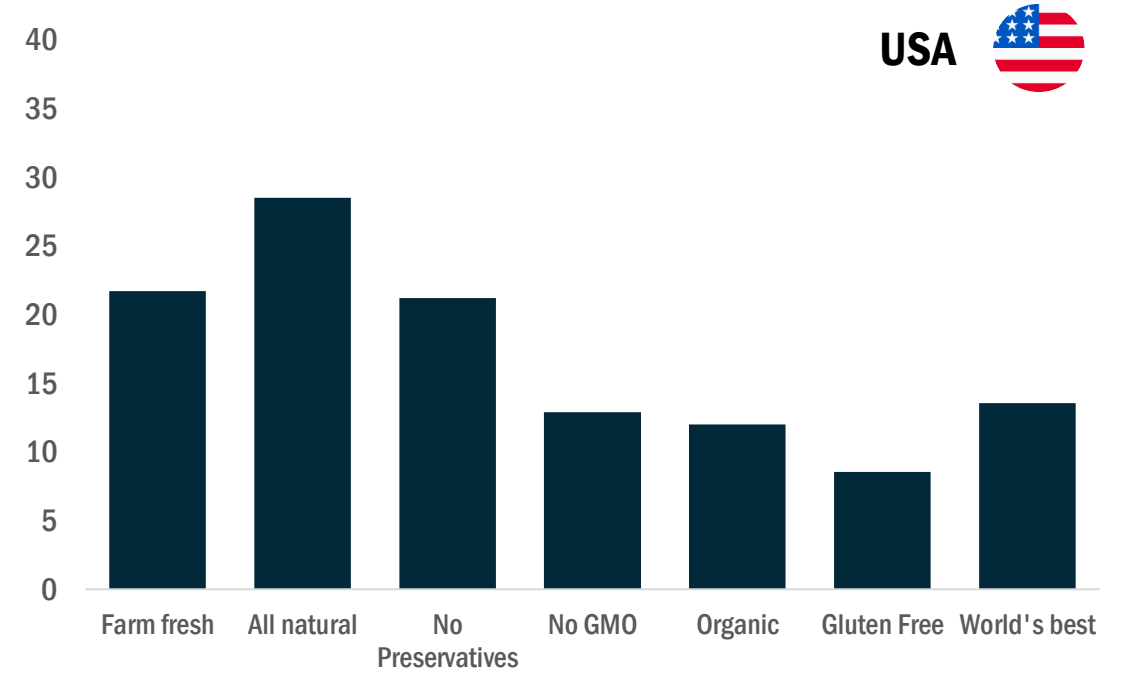
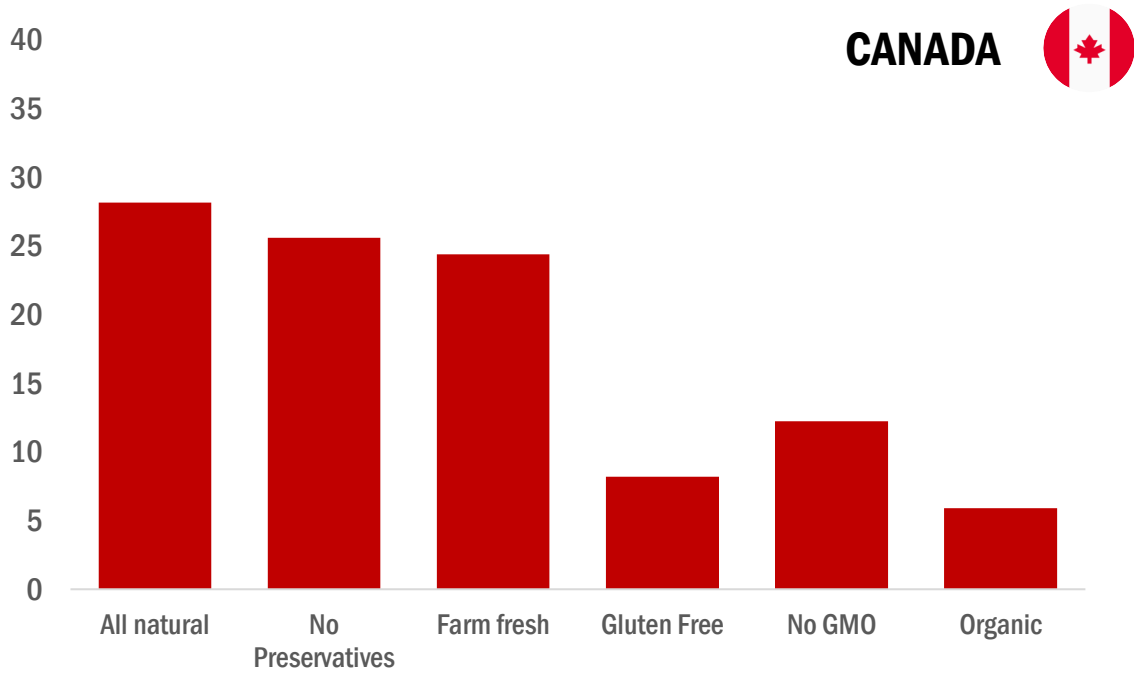
## IMPACT ON TRUST




# “Food Benefits

# ” – Visual or Written Cues that drive “Trust More”

## IMPACT ON TRUST





**Your message matters. You spend good money  
on marketing your brand.**

**Understand what works and most importantly  
what doesn't work before doing anything.**

## What does all this mean?

### **TRUST ACCELERATES BRANDS BUT TAKES TIME**

Purchase because it's a TRUSTED brand is important to 71% of Canadians and 69% of Americans.

It's a brand fundamental and takes time to build it...just like a relationship.

### **IT DOESN'T HAVE THE SAME CLOUT WITH EVERYONE**

Know your category, your brand and the people you care about to understand what its relative importance is to driving your brand.

Don't paint everything and everyone with the same brush.

### **YOU CAN GET IT BACK BUT..**

It takes effort, time and money which takes you away from driving your brand forward AND you may not get everyone back .



## What does all this mean?

### **BE IN FRONT OF THE PEOPLE YOU CARE ABOUT**

A purchase is a relationship. Being in-store or in front of people can help build TRUST as you are creating that one-on-one connection.

TRUST is not created by just being on the back of the bathroom stall or in a Pawn Shop.

### **WORDS and VISUALS MATTER**

Your message on any medium can either drive or drain your TRUST. What you say matters so choose wisely.

The devil is in the details.

# JOIN US

**NOVEMBER 18TH**  
11:30 AM EST

## ACCELERATING CONSUMER ENGAGEMENT WITH NOT-FOR-PROFIT

Presented by Laura Janes, VP at IMI International. Leveraging our recent Charity/Cause Brand Health & Optimization, other insights & case studies we've gathered, we will deep-dive on the lay of the land in the Charity space, focusing on key insights to grow your organization's engagement and maximize your potential to make a difference.



**RSVP ON [CONTENT.CONSUULTIMI.COM](https://content.consultimi.com)**



**If you would like a live presentation or have any questions please reach out!**

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