

The Trust Audit

See your ministry the way a skeptical stranger sees it. About 20 minutes.

Only 27% of Americans now rate clergy honesty as high, the lowest Gallup has ever recorded. Most ministries are far more trustworthy than their public evidence suggests. This audit finds that gap. Score each item Yes or No. Every No is a to-do, in order.

First: the 60-second test

Open your phone. Search your church or organization the way a skeptical 30 year old in your town would. Set a timer for 60 seconds. Look at what comes up, then answer honestly below.

In 60 seconds, what would a stranger conclude about who you are and who you help?

The 12 questions

- ☐ 1. A stranger can tell within 10 seconds who this ministry is for and what it does.
- ☐ 2. Real faces of real members appear before any logo, building, or slogan.
- ☐ 3. Someone other than staff says something good about us in their own words, on camera or in writing.
- ☐ 4. We show ordinary weeks, not only big events and highlight reels.
- ☐ 5. A first-time visitor can find what happens on a Sunday, plainly stated, in under 30 seconds.
- ☐ 6. Our leaders' full names and real photos are visible and current.
- ☐ 7. We have published where money went in the last year, with specific numbers.
- ☐ 8. We name at least one specific outcome we are responsible for, not just values we believe.
- ☐ 9. Our most recent public post is less than 14 days old.
- ☐ 10. Nothing on our public channels punches at a group of people who are not present to respond.
- ☐ 11. Our Google listing has correct hours, address, phone, and recent photos.
- ☐ 12. If something went wrong in the last two years, we addressed it publicly before we were asked to.

Scoring and What To Fix First

The order matters more than the score.

Your score

10 to 12 Yes Strong. Your public evidence matches your character. Keep it current.
6 to 9 Yes Normal. There is a real gap between who you are and what a stranger can see.
0 to 5 Yes Urgent, and fixable. Most of these cost nothing but a decision and an afternoon.

Fix in this order

- **1. Clarity first.** If a stranger cannot tell who you serve, nothing else you fix will matter.
- **2. Get one real voice.** One 90 second story from a member outperforms every claim you write about yourself.
- **3. Publish the money.** Specific numbers read as nothing to hide. Vague generosity language now reads as hiding.
- **4. Show recent life.** A current post signals a living ministry. A six month gap signals the opposite.
- **5. Fix the Google listing.** Free, takes 20 minutes, and it is the first thing most people in your town will see.

The one thing worth remembering

You cannot say your way out of a trust problem. Everybody claims integrity, which is exactly why the claim stopped working. Trust gets rebuilt by letting people watch ordinary faithfulness over time. Evidence, not adjectives.

This week's one move

Pick the lowest-numbered No on your list. Do only that one. Put a date on it.

My one move: _____ By: _____

Trust is built in public, slowly, on purpose.

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