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# Trust As Experienced In Humanitarian Organization Websites

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## EXECUTIVE SUMMARY

*A modification of Vorvoreanu's (2006) Website Experience Analysis (WEA) was used to evaluate the LDS Humanitarian Service's website. The approach combined quantitative and qualitative measures to allow participants of the WEA survey to describe their experience with the website. Recommendations were developed from the study that could help the organization improve its relationship and trust among visitors. A similar approach could prove useful to other nonprofits and humanitarian organizations that are desirous of improving their websites by making them more experiential. Improving websites to increase visitor trust and response should lead to an increase in the organization's competitiveness.*

Keywords: Website Experience Analysis (WEA), Humanitarian organizations, Trust, Fund raising, Competition