Meet the facilitator

Adela Welsman & Jasmine Coronado

Adela Welsman is a Strategic Advisor at Marlin Communications, specialising in digital fundraising, supporter journeys, donor retention and fundraising propositions. She loves solving complex fundraising challenges and turning strategic thinking into practical, actionable plans that help charities grow and strengthen supporter relationships.

Jasmine Coronado is a Strategic Advisor at Marlin Communications, working across fundraising growth strategy, donor propositions, acquisition, stewardship and supporter journeys. She helps charities connect supporter and sector insights with practical fundraising decisions and experiences.

Together, they will bring strategic and practical perspectives on developing RG programs that are built to last, attracting regular givers and building the relationships that encourage them to stay.