

# Meet the facilitators

## Marlin – Dan Geaves & Jasmine Coronado

Dan's study of psychology led him to develop a keen interest in the use of communications to steer human behaviour. Motivated by a desire to do good in the world, Dan has helped elevate the important role of message framing in the Australian charity sector, and is an elected Fellow of the Fundraising Institute of Australia. Through his business Marlin Communications, he provides creative ideas for market positioning, public engagement programs and fundraising products that raise \$40M+ each year for causes such as Greenpeace, Prostate Cancer Foundation, and Red Cross. Marlin Communications has appeared on the BRW Fast 100 List, and has been a Certified B-Corp since 2018.

Jasmine Coronado is an emerging charity leader and skilled fundraiser supporting some of the largest Australian charities to develop effective mid-value programs as well as individual giving growth from appeals to regular giving to digital 2-step acquisition. As a Strategic Advisor at Marlin Communications she enjoys facilitating workshops and discussions to uncover "juicy", authentic insights and content and helping charity partners discover their point of difference.