



Beyond the Welcome

Why does that conversation stop so quickly?

You acquire donors through conversation

→ Then you weaken it

→ Then you stop it



We move from human to automated too quickly

We plan campaigns

Supporters don't follow them

We often treat early drop-off as a retention problem

**But a big part of what's
happening is a silence problem**



**The charity stopped
talking**

You've already invested in acquiring that donor

500

Donors acquired

10

Retained to break even

Small changes early outperform large interventions later

Running calls isn't the same as getting value from them



There is money being left on the table because we are not listening to our own calls

What most organisations change

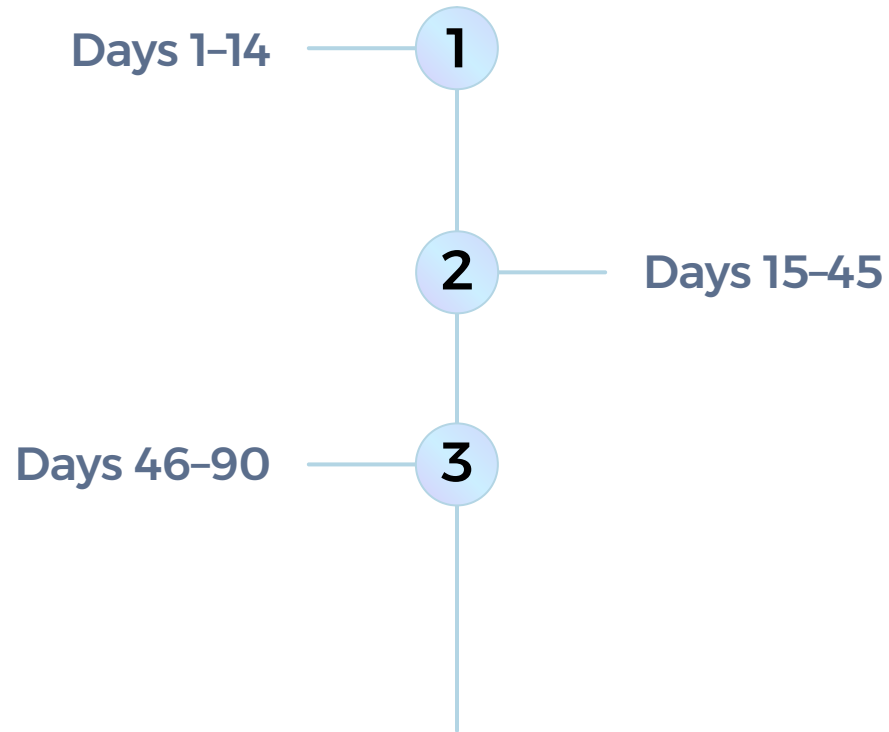
What actually shifts outcomes

Expectation changes outcomes



**The conversation
that won the donor
should not be the
last one you have**

The first 90 days are where value is built or lost



Not every call needs to end in an ask

Email can prompt action

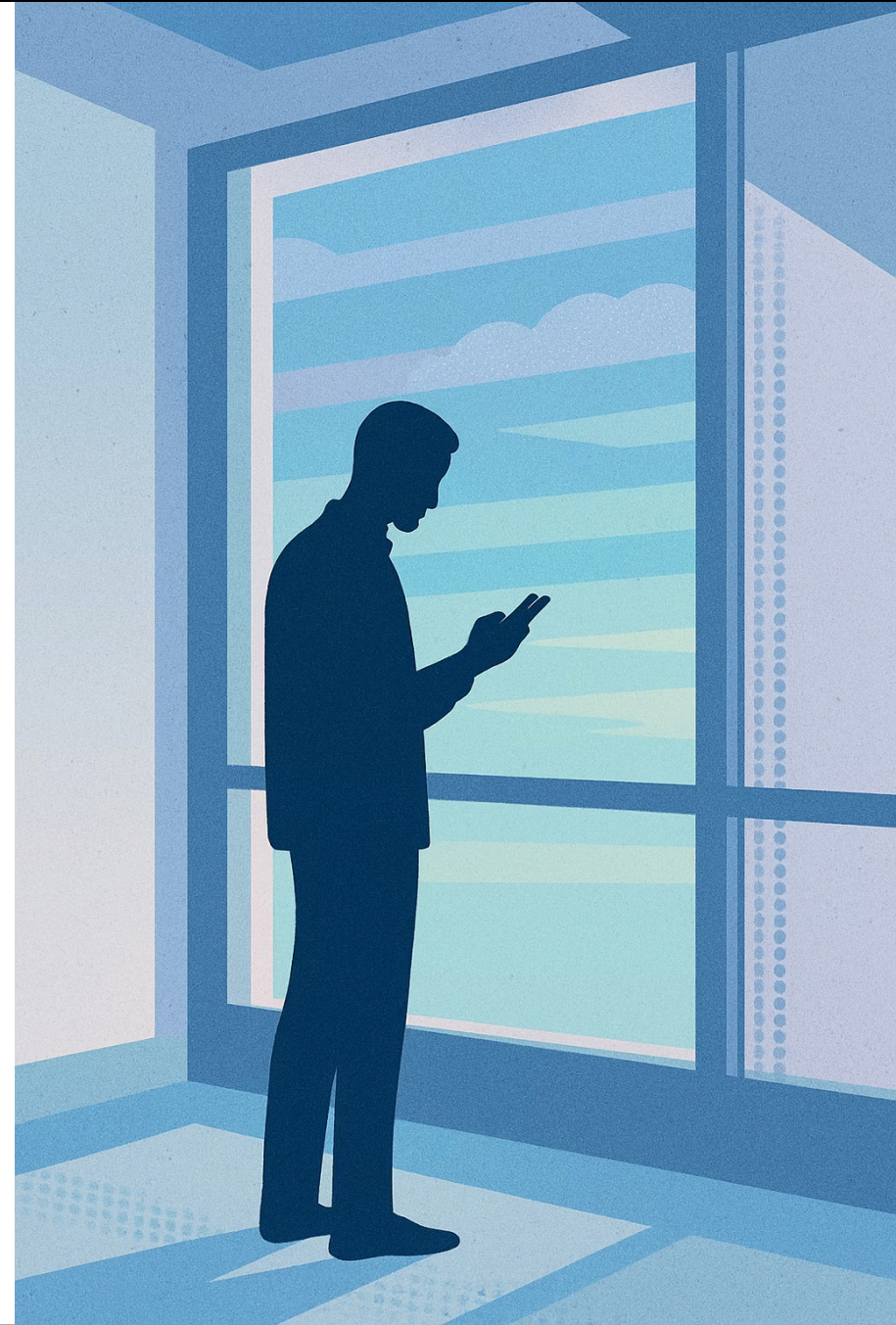
Calls shape decisions

You can ask in any channel

**A call is the only place you can
respond**

The right moment

**It's when the donor
is ready.**



We don't lack activity

**We lack ownership of the overall
conversation**

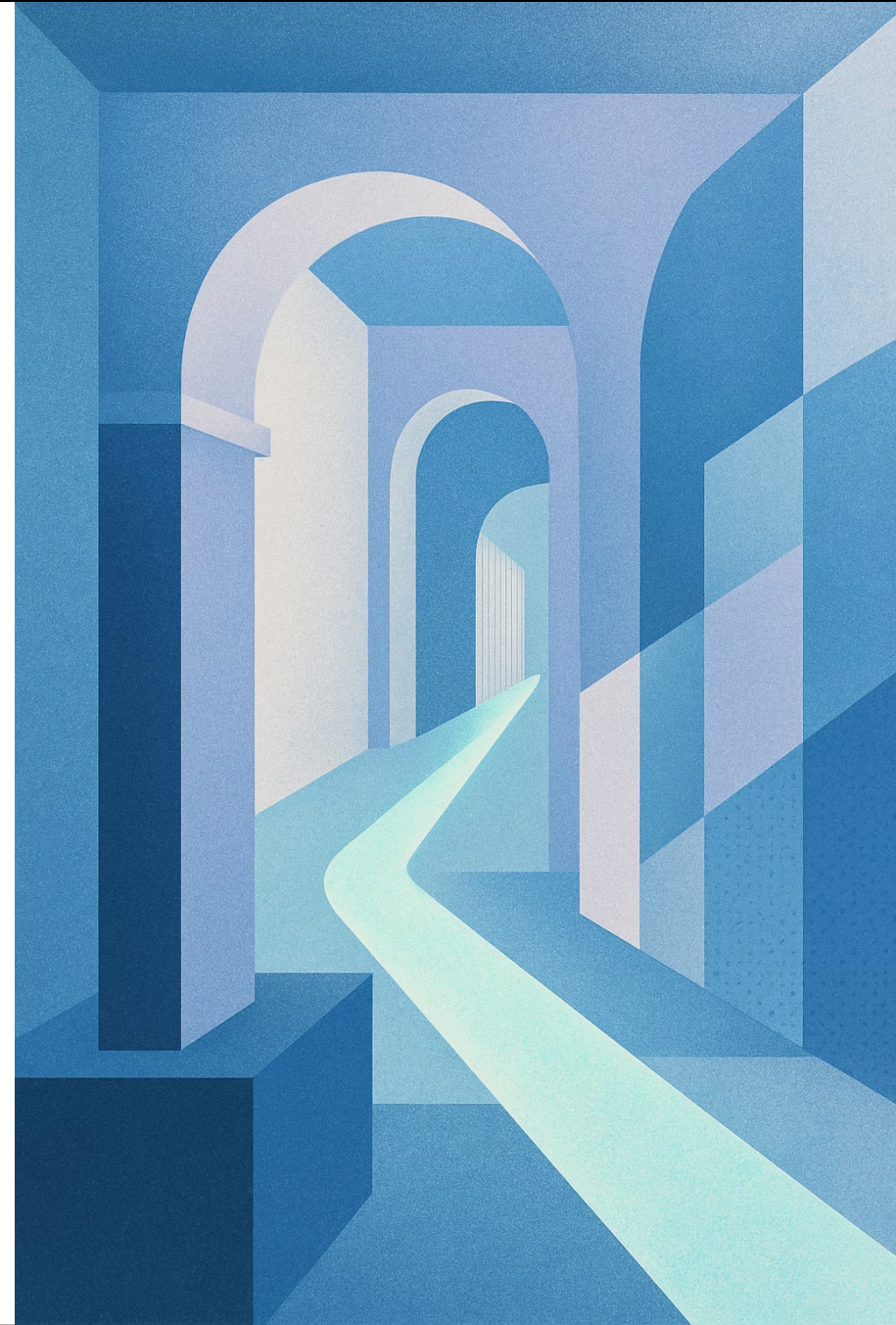
Disconnected messages

Disconnected timing

No continuity

When the conversation continues

**Value doesn't leak.
It compounds.**



What becomes possible



Consent growth



Higher engagement



Stronger upgrades

The last conversation your supporter hears from you should not be the sign-up and the welcome