

**STRATCOM**  
STRATEGIC COMMUNICATIONS



**From Attraction to Conversion –  
How continuity drives success**

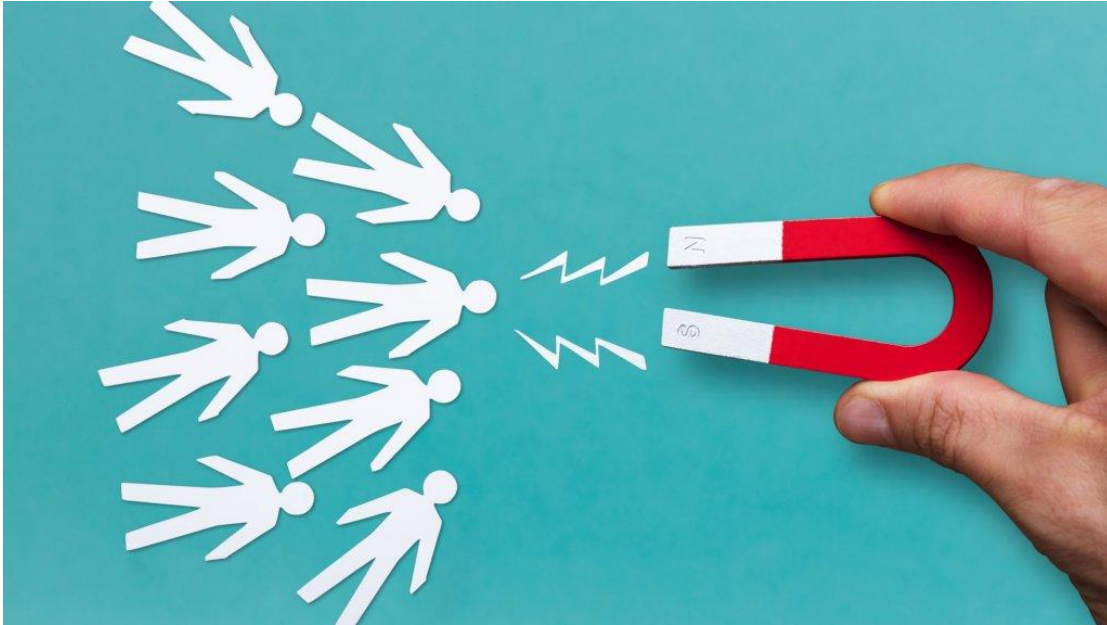
# **The Definition of Continuity**

Lack of interruption or  
disconnection

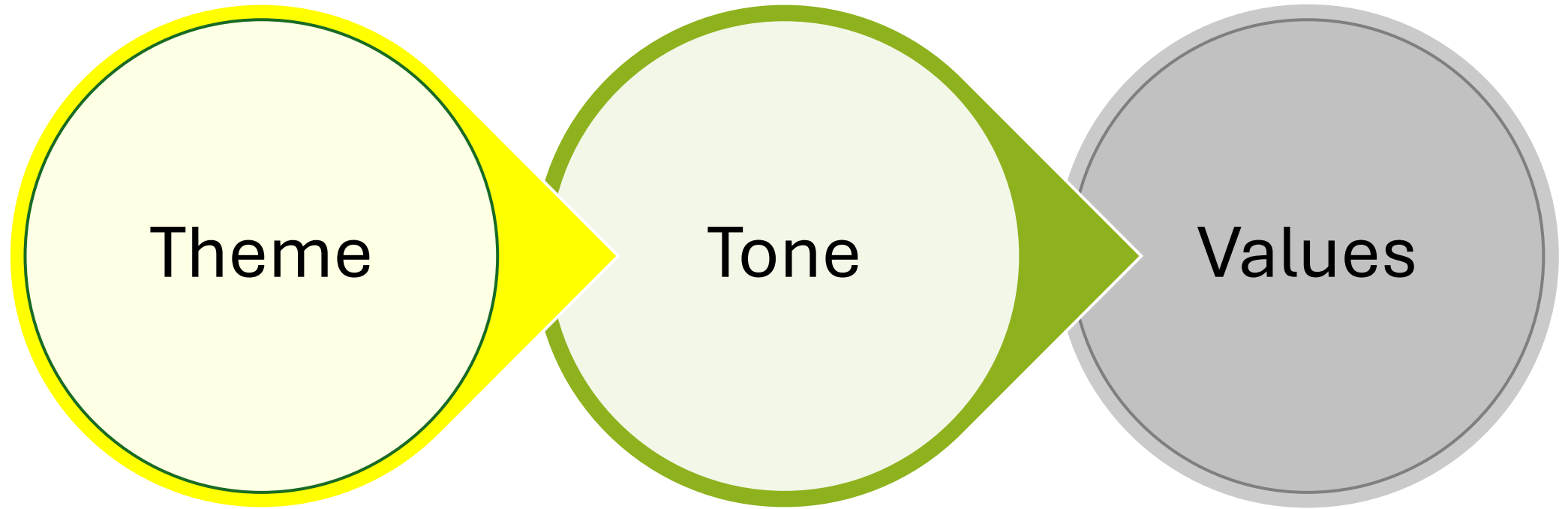
# **The Result of Continuity**

- Trust
- Loyalty
- Commitment

# People like people who are like them



- Shared Values
- Similar Interests
- Joint Goals
- Feel the Same
- Emotional Response





# Theme

- Our objective is to move them on in their relationship with us
- We know the supporter cares about this topic – they want to make a difference to this issue
- We don't know that they care(as much) about our charity's history, our latest brand campaign or an unrelated area of our work
- We have time and other channels to educate them on our wider mission and impact – we have just a few minutes to inspire them to give on the call



The diagram consists of two circles. The left circle is light green with a dark green border and contains the word 'Tone'. The right circle is light gray with a dark gray border and contains the word 'Values'. A dark green arrow points from the right side of the 'Tone' circle to the left side of the 'Values' circle.

Tone

Values

- We know that the tone of the advert and the values we demonstrated resonated with the supporter
- Maintaining the tone and continuing to demonstrate the same values in the follow up call will remind the supporter that they felt a connection with us
- It reminds them that we are the same as them, it starts to build trust in us to be the one who can make a difference to the cause they care about

**COME OUT FOR LGBT.** Stonewall  
Sponsored · 🌐

"I remember this one school lesson so clearly. Discussion turned to gay people and the teacher asked if anyone in the year group was gay. Everyone started saying, 'There's one guy who doesn't really talk but we're pretty sure he's gay.' I really wanted to know who because I was like them! That night at home I was trying to work out who it was when the truth hit me... they were talking about me. That scared me so much. I started to withdraw. I avoided every guy's gaze in case they thought I was 'checking them out' or something. I became obsessed with hiding it. I left that school shortly after and became suicidal and just hated myself. Some of the doctors and psychologists I've seen over the years have been great, but I've yet to feel confident even mentioning that I'm LGBT. It's really hard sometimes to stay positive about my mental health but I have dreams and they keep me going."  
Jacob, London.

It shouldn't be this difficult.

Wear the Come Out For LGBT badge and show your support for people like Jacob.



Get Your Free Badge [Sign Up](#)

## Why the ad worked

- It drove an emotional response
- It resonated on a personal level

## What we spoke about

- Supporters shared their personal stories and experience
- We talked about shared experiences, we focussed on the key emotions from the ad, fear and hope
- We kept the tone empathetic but positive and hopeful

## What was the result

- 24% conversion to RG
- £79 average gift





**SAMARITANS**

# SAMARITANS



Samaritans is a charity registered in England & Wales (219432) and in Scotland (SC040604) and a company limited by guarantee registered in England & Wales (057372).

Instead of  
comparing yourself to  
other people, remember  
**we're all on our  
own journey.**

SAMARITANS

Good enough  
is always  
**good enough.**

SAMARITANS

Don't forget to  
**celebrate your  
small wins.**

SAMARITANS

Here's your reminder to:



Drink  
some  
water



Get  
enough  
sleep



Breathe

SAMARITANS

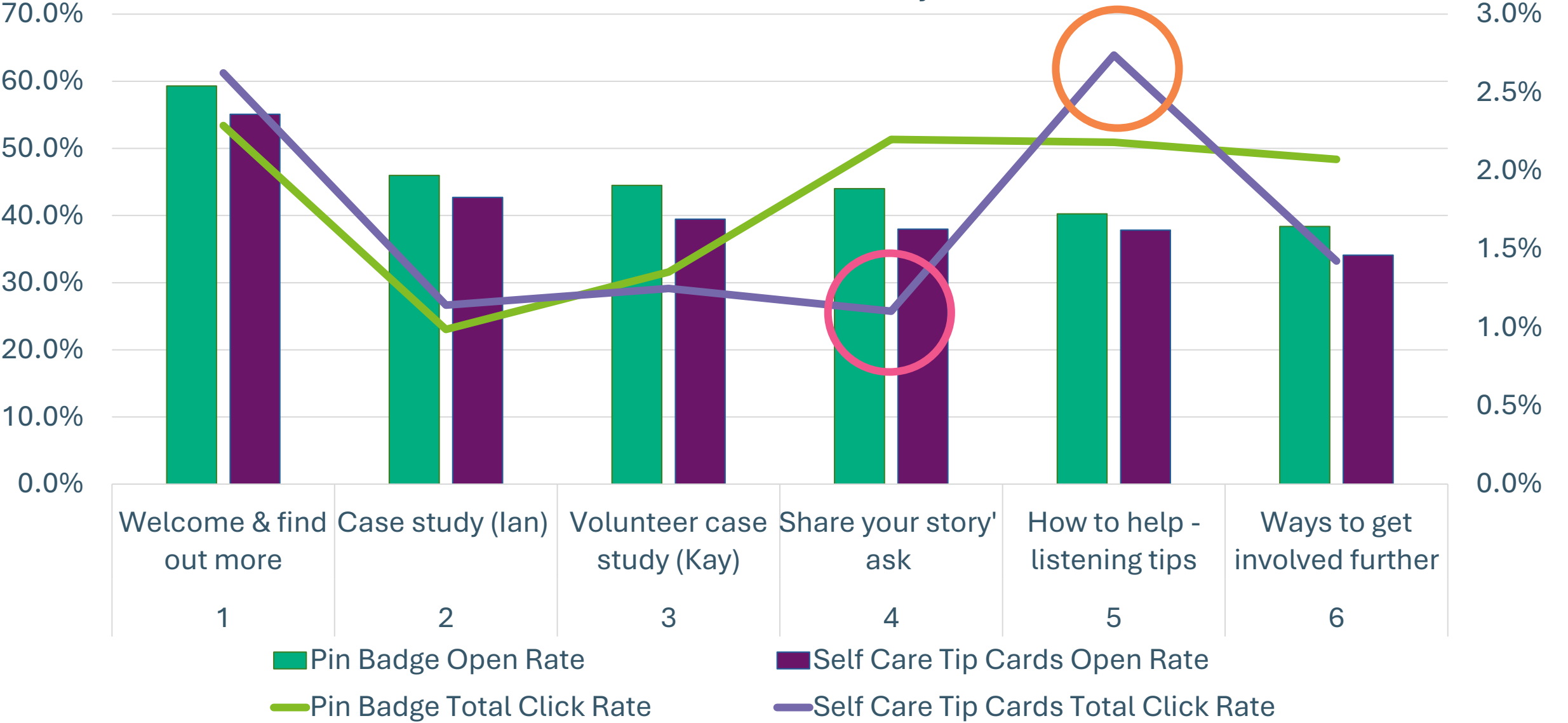
Whatever you're facing,  
**you're not alone.**  
Take it day by day.

SAMARITANS

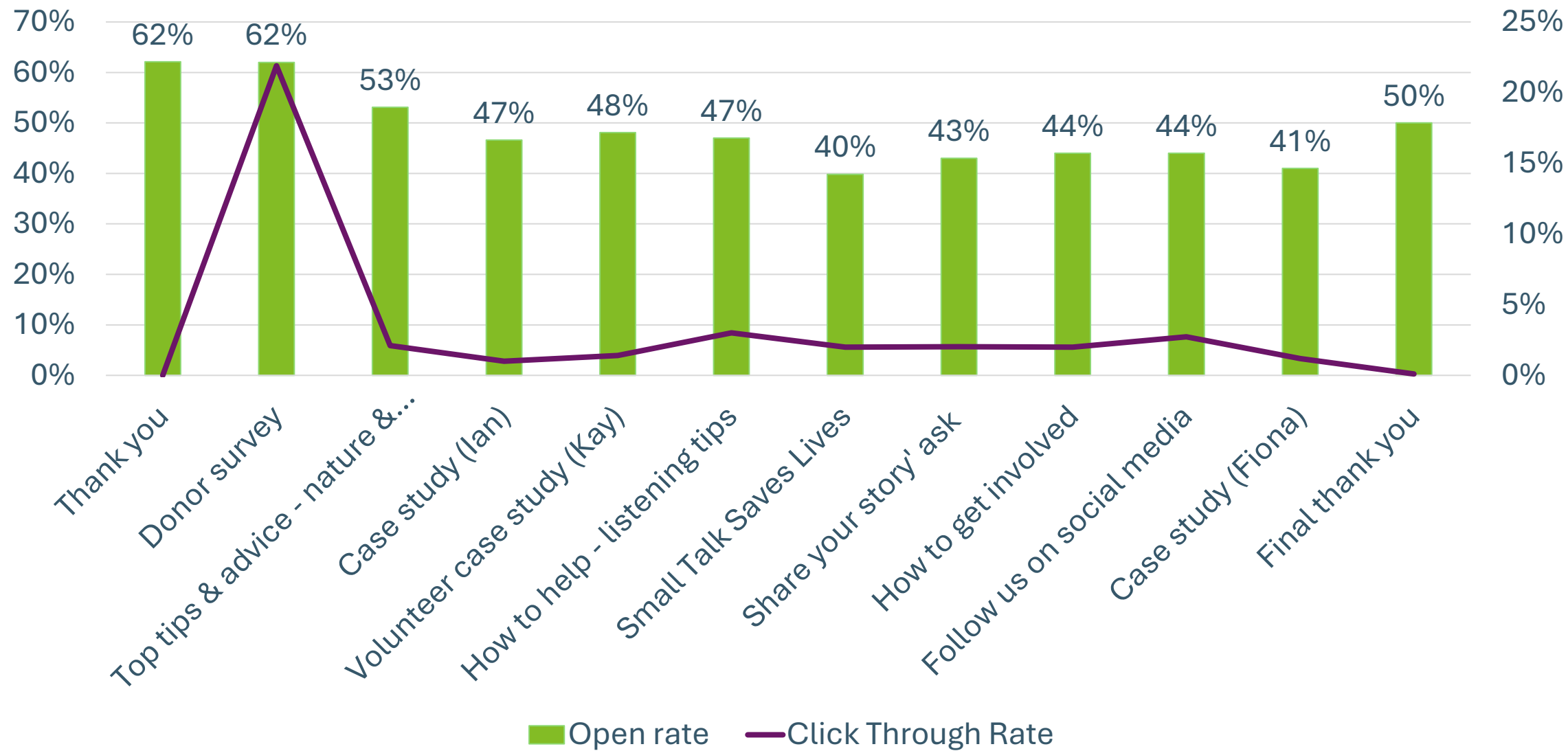
**Pause to just watch  
the sky or clouds**  
for a few  
minutes today.

SAMARITANS

Combined Performance by email



New Regular Giving Email Welcome Performance



# ? Why we know this works for Samaritans supporters....



**Repetition Builds Trust**



**Cognitive Fluency = Higher Engagement**



**Commitment + Consistency Principle (Cialdini)**



## Key Takeaway

When your follow-up comms reflect the message that inspired someone to give, you're not just being consistent — you're reinforcing **trust, identity** and **emotion**.

That's what turns one-off donors into long-term supporters.



**Save the  
Children**

# Continuity in Theme – From Gaza to Safe Spaces



- Our work in Gaza, and children in conflict has been central in our fundraising messaging throughout 2024 and now.
- In conversion, we focused on 'Safe Spaces' – emotionally resonant and easy to understand.
- The call script offered a hopeful solution, reflecting what worked in face-to-face and other campaigns.



# Continuity of Values – Ethical Story telling & child voice



- SCUK's latest brand campaign centred on the topic of 'Reunification.'
- Our TM script continued that theme using Domaac's story – a child from Sudan who fled violence and was safely reunited with his family after 4 years.
- We work for and with children so it's important for us to keep children's real experiences at the centre of our story telling, as well as connecting with our audience emotionally.
- It was chosen because it aligned across face-to-face, TV, and TM – giving consistency to our supporter experience.